SMALL HOME BUILDERS *Year Book*

3rd Annual Edition
of 1,000,000 copies

WORLD'S FAIR EDITION
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#1 DEMONSTRATION HOME
AND 30 OTHER SMALL
HOMES OF TOMORROW

THE DAVIS & BRADFORD LUMBER CO.

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● Thousands of mothers will tell you their children have been healthier and happier . . . catch fewer colds, since their homes were "Window Conditioned."

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"Window Conditioning" means insulating your windows with two panes of glass instead of one. These two panes of glass—"double windows", (often called storm sash) turn cold into comfort.

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And since you will be looking through two panes of glass instead of one, the quality of the glass you use is doubly important. L·O·F Window Glass is noted for its greater freedom from waviness and distortion. These advantages cost you no more. Make sure that each light bears the L·O·F label.

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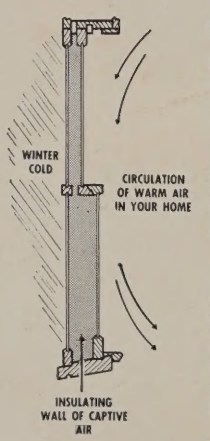
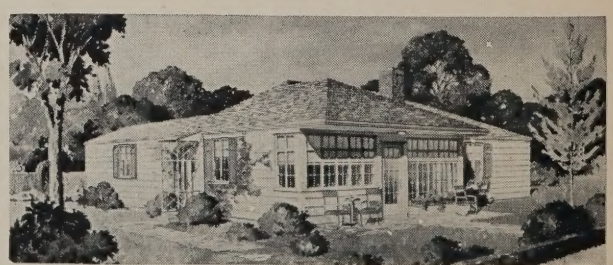
LOOK FOR THE LABEL



HOW "WINDOW CONDITIONING" WORKS

● With ordinary single-glazed windows the cold outside air chills the single light of glass to nearly its own temperature . . . Inside warm, humid air is chilled when it comes in contact with this cold glass, moisture in the air condenses as fog or frost on the glass. The chilled air drops to the floor and causes drafts and lowers room temperatures.

The diagram at left shows a double window with its wall of insulating air between the two panes of glass. This captive air keeps the inner glass much nearer room temperature, and retards heat loss through the glass, reduces drafts, fogged windows, and the drying out of the healthful moisture in the air.



AT THE NEW YORK WORLD'S FAIR you can see a completely "Window Conditioned" Home. Sponsored by The National Home Builders Bureau, this model home is equipped throughout with L·O·F Quality Glass. As an added feature, the Southern and Western exposures are glazed with AKLO Heat-Absorbing Plate Glass to keep heat out in summer.

AT
290
N9131
1939

Did you ever see a Dream BURNING?

Planning a home is not complete without planning its protection.

In studying the home life of such citizens as Washington, Jefferson, Madison and Monroe, it is interesting to note the emphasis such men placed on the planning, management and protection of their homes. These men not only believed in but took advantage of the protection offered by sound insurance. Today stock fire insurance is the safest and soundest protector of the hard-earned values invested in homes and their contents.

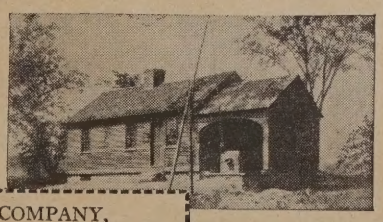
When you see someone's "dream of a home" go up in smoke, or otherwise become damaged or destroyed, these are the questions that arise in the owner's mind: *Am I insured in a sound Company? Am I completely and adequately insured? How will I be treated and how long will it take to settle the claim?*

Obviously, it is better to secure the answers to these questions before disaster occurs rather than take the chance of being disillusioned afterward.

The Home Insurance Company is America's leading insurance protector of American homes and the homes of American industry. Its representatives, located in practically every community in the United States, are ready and willing at all times to give you, without obligation, the benefit of their experience and expert knowledge in planning proper protection of your home and its contents.

FAMOUS AMERICAN HOMES

While the most famous American home is probably your own home or the one that you dream of building, you may be interested in the booklet, "Famous American Homes," which illustrates and describes a number of homes of famous Americans. To secure this free booklet, fill in, detach and mail this coupon.



THE HOME INSURANCE COMPANY,
59 MAIDEN LANE, NEW YORK, N. Y.

Please send me without obligation copy of booklet, "Famous American Homes."

Name.....

Address.....

City.....

County.....*State*.....

(WRITE CLEARLY)

The HOME INSURANCE COMPANY
NEW YORK

A MESSAGE to Mr. and Mrs. America

IN presenting this revised (spring) edition of the 1940 Small Homes Year Book, we of the National Home Builders Bureau like to think of our publication as the meeting ground between the home building industry and the millions of American families with modest home-owning or rental budgets who say "We want a home of our own—show us the way!"

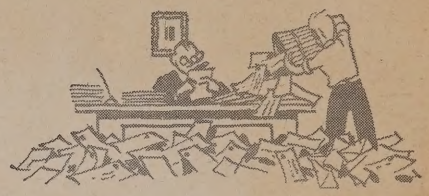
Our Bureau's service to the industry and to the public received splendid recognition when we were chosen to sponsor Demonstration Home Number One in the Town of Tomorrow at the New York World's Fair. This home is described in detail elsewhere in this edition of our Year Book. Replicas of this "Dual Duty" dwelling are being built as "model homes" in dozens of progressive American communities—perhaps in your city.

The point I want to make here is that the home sponsored by our National Home Builders Bureau is our challenge and basic recommendation to the building industry. Here Mr. and Mrs. America say,

"This is the kind of efficient, well-equipped, liveable home that we demand, however modest our budget. We believe that modern science and modern planning could and should give us in our new home nearly all of the important features found heretofore only in larger residences of the wealthy." Hence, the dual-duty rooms—hence, the wasteless planning.

The World's Fair Demonstration Homes (in the Town of Tomorrow), and this edition of our Year Book are expressions of what people want and what the building industry today can supply. (Furthermore, they are easy to own through the liberal provisions of the Federal Housing Administration insured amortization loans.)

The National Home Builders Bureau possesses a unique background of experience in the small home building field in both its national and local (personal) applications. We have received letters from and answered thousands of people interested in building—attended meetings for better housing all over the country—consulted hundreds of architects, dealers and manufacturers—investigated thousands of small home plans. We have visited model houses throughout the country—attended state and regional Lumber Dealer Association meetings. We have consulted with thousands of prospective home builders



seeking unbiased information on their building problems.

It is because of this vast and varied experience that we are able to offer you in this one volume a summation of up-to-the-minute information from all parts of the building industry. You will find this edition of the Small Home Builders Year Book compactly and thoughtfully organized. Most of your questions about home building problems are answered here, but conditions vary with localities and we urge that you consult your local experts — your lumber (and building material) dealers who can advise you properly on financing, planning and construction.

All of these people share our conviction that investment in a home of your own is truly an investment in happiness; all of them will be eager to lend a helping hand in your great adventure.

If there is any way in which we can be of further assistance to you, do not hesitate to write us about your problems.

W. Wadsworth Wood

President, National Home Builders Bureau, Inc.

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SMALL HOME BUILDERS YEAR BOOK 1939-40, a publication of National Home Builders Bureau, Inc. Executive and Editorial Offices, 572 Madison Ave., New York. W. Wadsworth Wood, President; M. Wood, Secretary; C. Stanley Taylor, Editor; William E. Sproat, Art Editor; Philip A. Jackson, Associate Editor; Hunter Leaf, Circulation Manager.

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The Happiness and the Wisdom of Home-Ownership

IN triumph and tragedy, the heart instinctively turns toward home . . . the one place in all this world where we can be apart, with our own . . . where the burden of praise and blame can be put aside, where life's broken threads can be mended, where new plans can be fashioned, new strength and courage marshalled, rest and renewal sought and found. The home is the shrine of personal and family life.

Those who have no home know the loneliness and heartbreak of being outside lighted windows and closed doors—the distinction between a house and a home of one's own. Those who have known the security of a home built in faith and hope and love, can understand why men give their lives, without hesitation, in defense of their homes.

To build a home of one's own is to consummate the most completely satisfying joy of a lifetime. To make it grow from year to year in beauty and efficiency can be the happy job of a lifetime—a soul-satisfying record of practical achievement.

In the preparation of this Year Book every effort has been made to present thoroughly practical and pertinent information for the prospective builder of a moderate cost home. In the following pages you will find the answers to most of the problems which confront the prospective home owner—regardless of whether he plans to build or buy a new house. Design or select *your* home to meet *your* needs. Take into consideration the things you plan to do each day both for enjoyment and for household administration as required by *your* family. Then see that space in your plans is adequate and properly arranged to make easier all domestic activities. One very interesting and helpful proceeding is to go through your present abode and make a list of deficiencies or improvements which you believe should be incorporated in the home of your dreams.

In the design section which follows there are presented a number of small homes of various sizes and practical architectural designs. As explained, these are selections made from a large number of *stock* plans which are available to you at little or no cost through your progressive lumber and building material dealer. These plans may give you ideas. Perhaps some of them are exactly suitable for your needs. In any event you will find that your dealer has plan books offering an endless variety of suggestions among which you will probably find the home plan which you are seeking.

. . . . . .

You will find that your lumber and building material dealer has a service which extends far beyond the sale of building materials and equipment.

Never in the history of our country were the joys and practical economies of home ownership so easily available to millions of American families as they are today. Financing is made easy as fully described beginning on Page 25. There is a broad selection of low cost home plans easily available to you. Your local lumber and building material dealer is prepared to help you in advice on planning, financing, selecting your contractor and providing all the necessary information which you require in connection with your problem. Naturally this dealer thoroughly understands all problems of home building. He knows market conditions—which means he can recommend the best of materials and equipment which combine with economy to create a satisfactory home investment.

In your community you will find a helping hand in every direction. Not only will the dealer be of invaluable assistance but you will receive intelligent cooperation from the contractor whom he recommends to build your house.

. . . . . .

Your local home-financing institution will quickly remove all mystery from this business transaction.

. . . . . .

Be sure to read the article beginning on Page 7 and entitled "Taking the Mystery Out of Home Building." Perhaps this will show you that the path of the prospective home owner is not beset with pitfalls as it was once. The prospective home owner of today is not the "forgotten man" of yesterday.

There is an expert in your community to whom you should take your home building problems—he is the progressive lumber and building material dealer—his specifications are like a doctor's prescription—you can follow them confidently.

These are Bargain Days for *Home Builders*

THE big news for the man and woman who are planning to build a home today is that all branches of the building industry have united to make the modern small home the biggest bargain in building history. The small house of today, like the modern automobile, makes the product of 10 years ago obsolete, expensive and inefficient.

Yet, with all these new refinements, comforts and conveniences, the 1939 home actually costs less than the home of 1929. Your building material dollar stretches farther than ever before. Here are some of the reasons why up to 40% more value is obtainable in today's modern small home:

BETTER DESIGN! More attractive — more practical — more liveable!

Realizing the growing demand for well designed, well built homes, leading architects, builders, dealers, and manufacturers throughout the country have joined hands in creating plans that utilize efficiently every cubic foot of space.

BETTER CONSTRUCTION! The FHA and other agencies interested in the small home field have devised methods of inspection that have brought about new high standards in specifications and construction.

PREFABRICATED UNITS! Today many units, such as door and window frames, interior trim, steel and woodwork assemblies, even complete kitchens, are available readymade. Lumber itself is standardized—dimensions in all types of structural products are standardized.

MORE COMFORT! A degree of comfort undreamed of ten years ago is now available in the modern small home, thanks to automatic heating and insulation in all its many forms.

LOWER MAINTENANCE COSTS! Recent years have seen the development of many building materials possessing a durability and ease of maintenance unknown just a few years ago.

STEP SAVING! Housekeeping is much easier in the well designed modern home. More efficient room and closet arrangements, the new dual purpose rooms being pioneered by Demonstration Home Number One at the New York World's Fair, scientifically laid out kitchens . . . all these mean fewer hours spent in household chores, more time for leisure.

GREATER SAFETY! Fire resisting insulating and building materials, more attention paid to ventilation, all help to minimize the dangers of the past.

EASIER TO FINANCE! Never before has it been so easy to finance the building of your home. Through a number of agencies long-term, low-cost financing makes it possible to pay for a new home out of very modest incomes—and the cost of this financing sometimes proves to be as much as 85 per cent less than former financing costs and *less* than rent!

These are plus-features in the modern home today that were not to be had when houses were built even 10 or 15 years ago. They add hundreds of dollars in value and yet they are today standard features. The building industry and the architectural profession have kept pace with modern conditions and have created more comfortable homes, more beautiful homes, and more lasting homes, without increasing the cost.

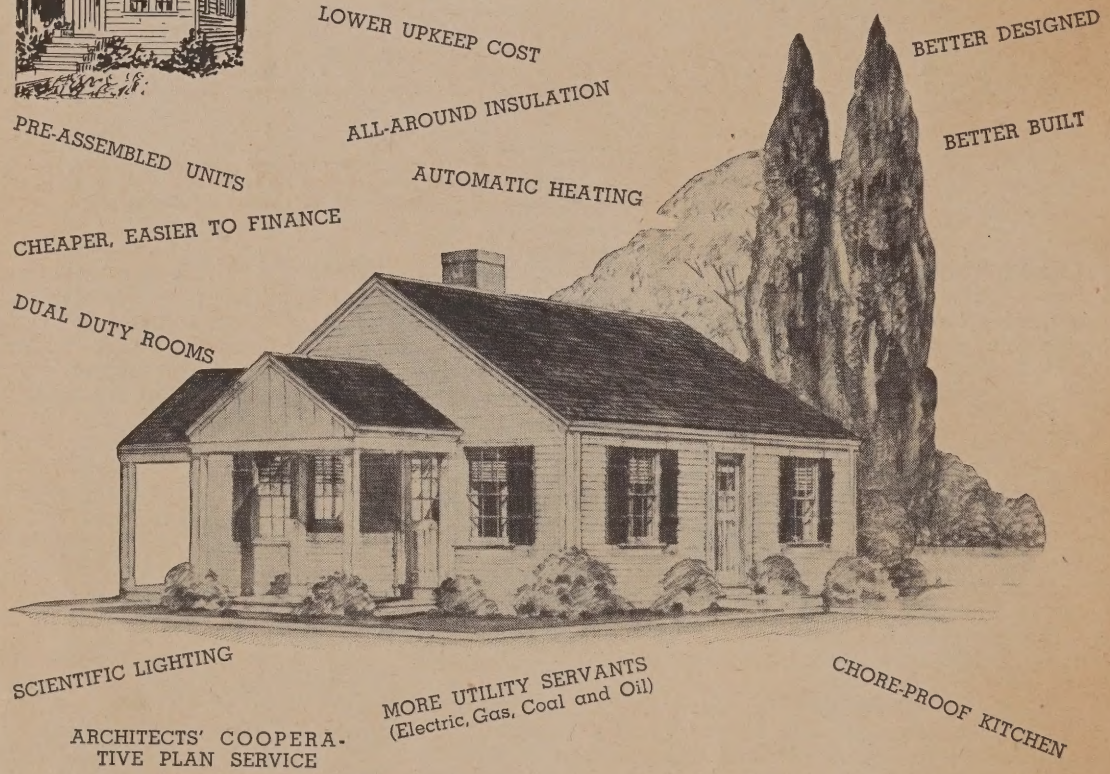
By any standard of comparison, the compact, convenient efficient small home of today is infinitely better than its predecessors!

THE SMALL HOME "ARRIVES"

The fact is that the small home building field never until recently was properly studied by the building industry. Attention was concentrated on the larger homes. Architects and builders took pride in meeting the requirements and even the whims of the builders of larger residences.

But during recent years recognition has grown among the leaders of the building industry of the enormous importance of the small home field. It was a lesson learned a decade earlier by the automobile industry.

Here in the small home field the industry at last recognizes its vast mass market and it is for that reason that the industry is turning to sources of information like the National Home Builders Bureau to learn what people of small and moderate income really want in a home and in its equipment and furnishings.



Taking the Mystery Out of Home Building

By C. STANLEY TAYLOR, Editor

(Director of Shelter Exhibits, New York World's Fair, 1939
The Town of Tomorrow and the Home Building Center)

THEY can no longer say he's the "forgotten man"—this new American home owner! Particularly is this true of the head of a family who has recently acquired (or is planning to build or buy) a moderate cost home. No longer is it necessary to make this investment, often the most important of a lifetime, in the bewildered "hit-or-miss" fashion of the past.

Today and for the future, a vast beneficent conspiracy has been set in operation to the end that Mr. and Mrs. America (and the little Americas) shall be enabled to reach immediately the desirable goal of home owning and without the hazards which heretofore have been almost proverbial. Gone are the vaudeville jokes of yesteryear—the villain who pursued the daughter waving a mortgage on the old family home. Gone are the heartaches and heartbreaks of "gyp" materials and jerry-builders.

Led by a paternalistic but practical Federal Government the banks and building loan organizations of America are heading an impressive parade toward home ownership. The part of the Federal Government in this tremendous procession toward the goal of home ownership is ably played by two factors known to all of us but understood by few. These are the Federal Housing Administration (popularly known as FHA) and the Federal Home Loan Bank (FHLB) which now plays a role that is growing rapidly in importance.

What Is 'Federal Financing'?

BRIEFLY, the Federal Housing Administration is a tremendous Federal insurance company which does not loan money directly to home builders but insures, under various titles, long-term loans made by banks, insurance companies and other types of mortgage lenders on new homes of moderate cost. Full details of the FHA plan are given beginning on Page 25.

The Federal Home Loan Bank acts primarily on behalf of building and loan associations somewhat as the Federal Reserve Bank has for years operated in the banking field. This organization was founded by the Government for the purpose of examining and placing under Federal control any sound building and loan association. It has liquefied the frozen assets which such organizations held in the form of mortgage paper—thus making untold millions of dollars available immediately for the small home builder. It has Federalized such sound organizations to a point where the word "Federal" is incorporated in each name and incidentally where any investor in a Federalized building and loan association is absolutely guaranteed as to the safety of his investment.

As these two leaders in our great parade scatter untold millions of dollars to the right and left (under rigid control of plans and specifications) this golden trail is eagerly followed by all divisions of the building industry. These are the manufacturers of quality materials and equipment, the architects who make original plans for moderate cost homes, the contractors who build them (or the operative builders who will be explained later), and the lumber and building material or equipment dealers through whom manufactured products are distributed into the ultimate home. For the most part these component functional divisions of the building industry cooperate fully in the new American Home movement by planning and producing moderate cost homes which represent the maximum of efficiency, practicability and dependability. Most of them want to cooperate, but those who do not—who were the jerry-builders of yesterday or the manufacturers of inferior products—must perforce follow the magic wand of properly controlled specifications. In other words, this "forgotten man" of yesterday is surrounded by a series of safeguards so powerful that he cannot go wrong in his investment.

Practical Problems

NOW, with the brief foregoing allusion to the economic background, let us go back to the problems of Mr. and Mrs. America and point out exactly how one proceeds to consummate the transaction of a new home with a minimum of hazard and a maximum of quality and efficiency.

At this point it is necessary to point out the somewhat obvious fact that there are two distinct ways in which a good new home is acquired today. One is the buy a home newly constructed and offered for sale by the operative builder who is often called the developer-builder and the speculative builder. Such operations or developments of low-cost individual homes are particularly familiar and to be found in the environs of our cities and larger towns. In smaller towns and rural areas such operations are practically unknown.

The other method is, of course, to select a plan and build one's own house, using as sources of guidance and assistance local dealers and contractors, finance institutions, utility companies and others who have a primary though selfish interest in adding more and better homes and home owners to the community.

Numerically, it is probable that approximately 40% of the new moderate cost homes are provided through operative builders. These operations are primarily concentrated near our larger urban centers. So for this type of house Mr. and Mrs. American go shopping. While this Year Book contains a vast amount of information of very pertinent value to such "shoppers" for existing new houses—it is primarily intended for the guidance of the major group of prospective home owners who plan, finance and build to suit their own needs and ambitions. It is to this latter group of many American home owners that this explanation is primarily addressed and particularly those who wish to acquire homes in the lower cost brackets—perhaps limited to a top figure of $5000 or $6000 as the cost of the house and its equipment.

Money to Build

WHEN the American family begins to think about building a moderate cost home—it is usually a dream to be achieved some day in the far away future through the judicious use of a carefully nurtured savings account. Right here we encounter the first drastic change. No longer must this dream be one of the dim and distant future. Today it is possible to borrow as much as 95% of the cost of the house and lot which does not exceed $2500; 90% on homes costing up to $5000; and 80% on homes above this amount up to approximately $20,000.

Staying where we started in our low brackets, this means that the prospective home owner can borrow 90% of his investment and pay it off over a period of from 15 to 25 years in rent-like payments covering not only the gradual amortization of the mortgage but also taxes, interest, insurance and other items as explained in detail in the table shown on Page 28. This, of course, is provided that the family enjoys in some fashion an earned income

(Continued on page 66)

What Manner of House Shall We BUILD?

BEFORE you can answer this very basic question you should ask yourselves, husband and wife together, "What manner of people are we?"

After all, the house that is to be your homestead can be truly comfortable, liveable, beautiful, only as it harmonizes with its owner's way of life.

Broadly speaking this means that simple, quiet people appear to best advantage against an unpretentious background. The family that entertains frequently belongs in a different sort of "frame"—a house more ornate in character, with possibly a "play-room" layout designed to make entertaining a real function in the home!

More specifically, your house should express the daily life and habits of its occupants. What kind of living, for example will be carried out in your living room? Will there be a piano, a formal three piece chair and sofa set, bookshelves, a console radio and a fireplace? The ingredients of your living room ensemble dictate to a large degree the size and shape of the room and the placing of windows.

Then the master bedroom! Should it be large enough to use as a sewing room, or as an upstairs sitting room with the added charm of an open fireplace? In your imagination place the beds, dressing tables and other furniture just as you would like them, in relation to themselves and the windows and closets. You will find the room beginning to take shape in your mind's eye.

So, imagine your way through every room in your home-to-be—not forgetting hobbies and other special requirements. When you are through you will have the nucleus of a PLAN. Then, and only then, permit yourself the luxury of reflecting about the STYLE of the exterior.

CAPE COD

Each style in architecture grew out of characteristic room arrangements, and these in turn evolved from climate and social habits. The Cape Cod cottage, for example, had need for more room space on the ground floor than in the sleeping loft above. If your family wants most of its rooms on the ground floor, the Cape Cod cottage style may prove appropriate.

GEORGIAN

The Colonial style in its almost modern simplicity of line reflects the hardships of pioneer American life. Conditions made it difficult to obtain building materials and hence the style was held to simple and restricted lines.

COLONIAL

A subsequent development of Colonial days was the Georgian style created by European architects brought to this country by Southern planters to duplicate the formal homes of the Continent.

DUTCH COLONIAL

Of even more ancient lineage is the Dutch Colonial style, dating from the New Amsterdam days. Gambrel roofs allow for full head room in the second floor; the small paned windows are also typical of the style.

Convenience and utility are the twin guides to the style called "modern." Maximum utilization of material space results from use of straight horizontal lines with slopes almost entirely eliminated.

Your preference for materials will exert a strong influence on the style of your house. If you like stucco or painted brick veneer then the style should be along the lines of those originating in the Mediterranean countries or from the Spanish haciendas of early California and the southwest.

"MODERN"

Brick is a universal material, used in all countries, in all periods. Wood shingles and clapboards and other forms of board siding developed in countries where wood was plentiful and easy to work, notably here in America. Stone cannot be carried far, except as a veneer, so it usually has a local character, and is seldom used in houses of moderate cost.

DON'T MISUSE MATERIALS

The thing to avoid is the misuse of materials in a style that calls for some well established combination. A Spanish clay tile roof and a siding of hand-split shingles, for instance, do not mix.

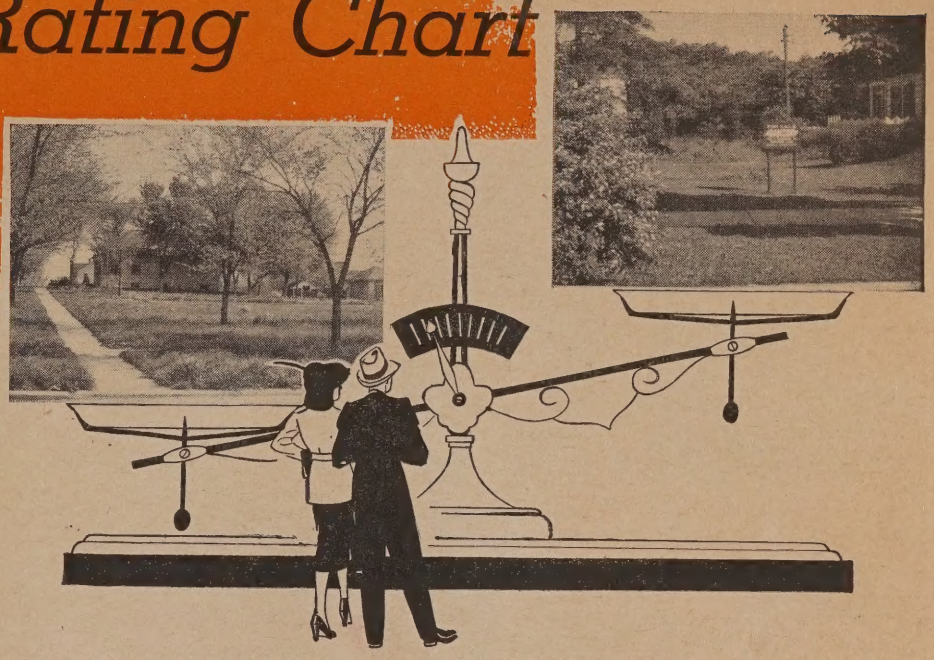
Choose a style that fits your neighborhood. When a mortgage application is being examined for insurance, considerable weight is given by the examiner as to what is called "conformity to neighborhood." This means that a new house should look well in relation to the houses nearby.

Styles change in popularity, but good design never loses its appeal. Our Design Section presents an outstanding selection of good small house plans now available to the prospective builder.

As explained in the frontispiece to our Design Section, plans for any of the houses illustrated can be obtained by writing to the National Home Builders Bureau.

Headlining the fascinating array of small homes in our Design Section is our own Demonstration Home Number One at the New York World's Fair. Plans for this house are likewise available; in fact, the National Home Builders Bureau will gladly undertake to help you erect a replica of this house on your own lot. Ask your dealer to write to the Bureau for details.

To Pick Your Lot Use This *Rating Chart*



IN the search for a home site sooner or later you will find your choice narrowing down to just two or three lots. Then comes the problem of deciding among them. Few decisions you will ever have to make are more important.

Our rating chart, below, will help you to an intelligent, balanced decision. The most important factor of all, cost, is of course not included. Cost is a relative matter, varying in importance with the size of your pocketbook.

For "perfect" in each item score 10 per cent, for less than perfect reduce the rating accordingly. Add the ten scores for your total rating.

HOMESITE *Rating Schedule*

1. Neighborhood is most important for it embraces many things. Ideally, the location should be protected against influences that lessen values, such as the encroachment of industrial districts or the introduction of apartment houses among dwellings. Protection by means of good zoning laws or legal restrictions is highly desirable.

Score .....

2. A fairly uniform development of the neighborhood increases land values. The houses should be approximately the same age, size and general character. A new house among old houses is likely to suffer in value as the older homes get out of date. A small house among large ones will be at a disadvantage if the time comes when it must be resold.

Score .....

3. Land that is accessible to schools, churches, stores and amusement centers is worth more than land far away from these conveniences.

Score .....

4. Is the neighborhood served by a public water supply, fire hydrants, sewerage systems, electricity and gas? If you have to drill your own well, build a septic tank, put in your own lighting system or pay extra for fire insurance, you should pay less for the land.

Score .....

5. The level of taxes and the likelihood of local assessments affect values. Do not be guided by the tax rate alone. It is the actual tax bill that counts. This bill may be lower in a town that has a high tax rate and places a low "assessed value" on property than in another communtiy with a somewhat lower tax rate and high valuations.

Tax rates affect whole towns but special assessments may affect neighborhoods. These may be levied for new schools, utilities, paving or curbing, tree planting, etc. A location fully developed is worth more than one subject to assessments later on.

Score .....

6. The "appeal" of a neighborhood influences its value, because it makes people like it or dislike it according to its relative charm. The layout of streets, the presence of trees, the architectural attractiveness of existing houses, contribute to this quality of appeal.

Score .....

7. Sometimes the differences in physical character of two nearby lots will change their values. If one is rocky and the other clear, the latter should be worth more than the former because of extra costs of blasting, excavation and grading. If one lot is well drained, the other wet, the difference in price should pay for installing drains. If one is sloping and the other flat, if one has good top soil and the other none, if one has trees and the other none, and if one has a good view and the other a poor one, the price should reflect the cost of making both equally desirable.

Score .....

8. Avoid a lot that is too narrow to give privacy between dwellings or one that is too long in proportion to its width. One that is too irregular for best utilization of space is also not desirable.

Score .....

9. Lots which are too exposed to wintry blasts as well as those situated in districts where the air is filled with smoke or subject to factory odors will not make comfortable home sites.

Score .....

10. Locate in relation to the place you want to play. Under modern conditions this is just as important as locating with relation to the place you want to work.

Score .....

TOTAL RATING .....

Your ABC's of

NOT long ago many dream homes never materialized because of the vexations and difficulties that beset the prospective home builder on every hand. Today the building industry in every department is organized to make home building the satisfying adventure it should be.

On these two pages we present a 26 point analysis of home building. Failure to give thought to any one of these points may some day lead to dissatisfaction and years of regretting that your requirements for living were not thought through more carefully!

A-BUDGET

These are bargain days for home builders, P. 6. Happiness is a factor to be considered, too, by the home builder, P. 7. Insurance must be included in the budget—Home Insurance Company ad, P. 3.

B-PLAN

Select the style of your home with the utmost care, P. 8. In our Design Section, PP, 13-23, inc., we present 31 selected small house plans with an extended description of Home Number One at the New York World's Fair.

C-SITE

Our ten point home-site rating chart on P. 9 will help you select your location. It contains the principles of real estate appraisal in a nutshell. Consult the financing articles on PP. 27 and 28.

D-FINANCING

Learn on PP. 25-28, inc., how your present rent payments can build the home of your dreams, thanks to the liberal, long-term financing plans available today. Study the FHA financing chart on P. 28.

E-FOUNDATION

The essentials of good foundation and framing walls are described in diagram and photographs on P. 30. Don't skimp on this vital element in your house.

F-FRAMING

All of P. 31 is devoted to the essentials of good wood-frame construction practice. On this same page Weyerhaeuser's advertisement calls attention to the high cost of cheap construction.

G-EXTERIOR WALLS

Eleven different varieties of exteriors are pictured and described on P. 34. Learn about Kolorite Process Red Shingles on P. 32 and Careystone cement siding on P. 37

H-ROOFS

Six different roof materials are shown on PP. 35 and 37. See also P. 32. Study these ads—Anaconda Copper, P. 12; Kolorite shingles, P. 32; Edham shingles, P. 32; Certainteed products, P. 36; Philip Carey Company products, P. 37.

I-INSULATION

Learn how to save money with insulation. PP. 41 and 42. Complete insulation includes windows, too Read ad by Libbey-Owens-Ford. P. 39 and ads by makers of insulation materials—Carey Rocktex, P. 37; Celotex, P. 40; Balsam Wool, P. 42; Nu-Wood P. 46.

J-WINDOWS

The size shape and placing of windows affect the livability of your home see P. 38. The best quality is the best buy here, too Read about Andersen's complete units, P. 38, and Libbey-Owens-Ford products on PP. 12 and 39.

K-INTERIOR WALLS

Our feature article on walls and woodwork on PP. 45 and 46 will give you a wealth of information. See also P. 33 See the ads on Nu-Wood, P. 46 and Trimpak, P. 46. Read also about the remarkable new Convenience Wall on PP. 73 and 74.

HOME BUILDING

L-FLOORS

Turn to the picture layout on P. 48 for news of latest developments in flooring materials. See also P. 33. Advertisers include Cork Insulation Company, P. 48 and Sloane-Blabon Corporation (inside back cover).

M-WOODWORK

One of the major recent advances in small home construction is the production of pre-assembled woodwork. The complete story is on PP. 45 and 46. Under this heading we mention again the Convenience Wall described on PP. 73 and 74.

N-PAINTING

In no step in small home construction is it more important to buy wisely than when you purchase the paints for interior and exterior use. See P. 49, also P. 33. Refer to the ad by Moore Paint Company on P. 49.

O-HARDWARE

Door knobs have gone colorful See P. 44. See also P. 33. Consult the advertisement for Lockwood Hardware on P. 44.

P-WIRING

Have an eye to the future when you install the wiring in your new home. The wiring "entrance" is important, it must be adequate Read the article on P. 50, see also P. 32 and the ad by the Square D Company on P. 50.

Q-LIGHTING

The lighting in your new home must not only be ample, but properly placed and of proper quality, P. 77 On P. 78 is a diagramatic analysis of lighting fixture needs of the small home. See ad by John C. Virden Company, P. 78.

R-HEATING

The feature article on PP. 52, 53. 54 is rich in information. See also PP. 32, 47, 61. Study the advertisements on the Heatilator, P 47; and equipment by Weil-McLain, P. 53; Burnham, P. 53; Mueller, P. 54.

S-BATHROOM

Money-saving hints on equipping and decorating will be found on PP. 63, 64, 65. Refer to ads by Crane, P. 64; Gibbs Boardtile, P. 65; Columbia Metal Box, P. 65; Remington Rand Shaver, P. 65.

T-KITCHEN

On PP. 55-59, inclusive, you get all the latest news about kitchen planning and new equipment. See also P. 33. Study the ads by Ilg, P. 55; Servel, P. 56; Pyrofax, P. 57; Hobart, P. 57; Hotpoint, P. 59; Monel, P. 60.

U-LAUNDRY

In the modern basementless house the utility room is of great importance. It contains the home laundry, scientifically arranged for time and energy economy. See P. 61 and P. 62 and the Bendix ad on P. 62.

V-PLUMBING

Go behind the scenes with the plumber on P. 43 to learn what distinguishes good plumbing from bad. This, too, is no place to skimp when building your home. Refer also to PP. 32 and 33.

W-LANDSCAPING

It is easy to make mistakes in laying out the grounds around your new home. Learn on P. 24 how to put Mother Nature to work according to a carefully pre-determined plan.

X-GARAGE

Among the many advances credited to Home Number One at the New York World's Fair is the multi-purpose garage. Read on P. 79 how it may become your party room, exercise room or home work shop.

Y-FURNISHING

This is the subject of most of the pages in our Decorating and Furnishing Section, PP. 67-81, inclusive. Consult ads by Wurlitzer P. 69; Heywood-Wakefield, P. 70; Lullabye, P. 75; Pleasantaire, P. 78; Rittenhouse, P. 80; Hoover, P. 81; Remington Rand, P. 81.

Z-DECORATING

You will profit by reading every word in our Decorating and Furnishing Section, but particularly the story on "how to start" on PP. 68 and 69. See ads by Singer, P. 74, Libbey-Owens-Ford, P. 76 and Clopay, P. 80.

"I WANT *Big windows* .. AND PLENTY OF THEM!"

● That's the pointed plea that women make for homes. They want windows —big, bright, cheerful windows that lend individuality and charm, make a room light and more livable.

And large window areas, corner windows and picture windows, are just as practical and attainable in the small home, as in the mansion. Even L·O·F Quality Glass is inexpensive, and when you consider its beauty and sparkling clarity, you will find it one of the most economical of building materials.

This is the Glass Age! When you build, build in happiness and comfort for years to come—with windows. You'll find your architect or builder will welcome the suggestion. Insist on L·O·F Quality Glass—it costs no more than ordinary glass. Libbey·Owens·Ford Glass Company, Toledo, Ohio.

LIBBEY·OWENS·FORD *QUALITY GLASS*

For House No. 1 in Town of Tomorrow at the New York World's Fair, an extra $40 pays for gutters and leaders of 16-oz. Anaconda Copper. A small sum for lasting freedom from rust-repairs and replacements.

Save Money with *Anaconda Copper*

for gutters, rain-pipes and roof flashings

It will be far cheaper in the long run to rustproof your new home with Anaconda Copper. Metals that rust require frequent painting and repairs, and occasional replacement. Anaconda Copper, which *cannot* rust, is the most durable material you can buy for exposed sheet metal work. It saves far more than its extra first cost because it will last for so many years.

Anaconda Copper Tubes for hot and cold water lines likewise offer lasting protection against rust—and their cost installed with Solder-type Fittings is scarcely more than that of rustable piping.

Anaconda "Electro-Sheet" Copper bonded to asphalt-impregnated building papers or coated with asphaltic compounds makes an ideal product for window and other concealed flashings, shower pans, wall lining and vapor-seal, and foundation waterproofing.

For further information on these and other non-rusting Anaconda Products for the home, write for our free booklet B5-S.

TERMITE-PROOF YOUR HOME!
In localities infested with termites, it is advisable to cap foundation walls with copper termite shields. Write for free booklet on Termite Control.

ANACONDA
from mine to consumer

THE AMERICAN BRASS COMPANY

GENERAL OFFICES: WATERBURY, CONNECTICUT

In Canada: ANACONDA AMERICAN BRASS LTD., New Toronto, Ont. Subsidiary of Anaconda Copper Mining Company

DESIGN

IN this section of the Year Book you get the thrill of "window-shopping" for the home of your dreams.

On display here you will find a true "Hit Parade" of practical small homes. The editors have selected these as typical of the hundreds of "stock plans" now available to homebuilders through progressive lumber and building material dealers in every community. Complete plans and specifications, ready to build every imaginable type of good small home, may be obtained from your dealer at little or no charge. A full explanation of this amazing service will be found in the article "Taking the Mystery Out of Homebuilding" which begins on Page 7.

Many thousands of "live" building material dealers everywhere are enabled to offer Mr. and Mrs. America this service through an organization known as National Plan Service (Chicago) where complete plan books, plans and plan changes are created for distribution solely through your local lumber and building material dealer. Manufacturers and associations of the building field also render such service to homebuilders through dealers.

All plans of National Plan Service are prepared by architects licensed to practice in practically every State. Each plan also conforms to F.H.A. insured loan requirements. Our selection of the several following plans is based entirely on practicability and popularity.

Naturally the editors take the advantage of leading this "Hit Parade" with our own "Dual Duty" Home—which was Demonstration Home No. 1 in the Town of Tomorrow at the New York World's Fair, 1939. Dozens of replicas of this house are being constructed by progressive builders in many of our leading cities and publicised as examples of good, modern practice in the design, construction and equipment of today's small home.

Editor's Note

THE *floor plan* is the important thing for you to decide on . . . before the kind of exterior! The floor plan shows the location of rooms and relation to the rest of the house. Only you can decide on what you want and what you need.

A good way to start is to go over your present home . . . beginning at the front door and ending at the exit . . . and decide how each room plan and relationship could be improved to be ideal for you and your family. Make a list of the changes and sketch out the ideal plan for your family. It doesn't have to be drawn by a professional to give you an idea . . . but it will be of tremendous help in studying the House Designs and Floor Plans on the following pages.

The exterior design should be in keeping with the kind of interior you plan. In other words, if you want a simple modern interior, do not plan to build a Spanish castle exterior! If you will imagine the effect you want to create for your family and make the exterior a charming envelope for the practical interior —then you will be pleased and successful with your new home.

The kind of exteriors are discussed on page 34. The plans on the following pages can easily be adapted to brick, concrete block or wood. Only remember that certain types of architecture are better in certain materials than they are in others. (Page 8).

There are certain principles of a wise investment in a moderate cost home. For the exterior design *always keep to simplicity.* In the first place, simple, straightforward exterior construction costs much less. Every time you add an angle or return in the plan of your exterior walls—you add definitely to the cost of construction. If ever the time comes when you want to sell this house, you will find that the simple exterior is attractive to many more potential buyers than if you employ a "trick" exterior which might appeal to few.

Use your ingenuity and imagination to make the interior plan as practical and charming as possible. In this way only can you protect your investment—and enjoy the maximum in living comfort!

An Industry Parades for the HOMEBUILDER in the TOWN OF TOMORROW

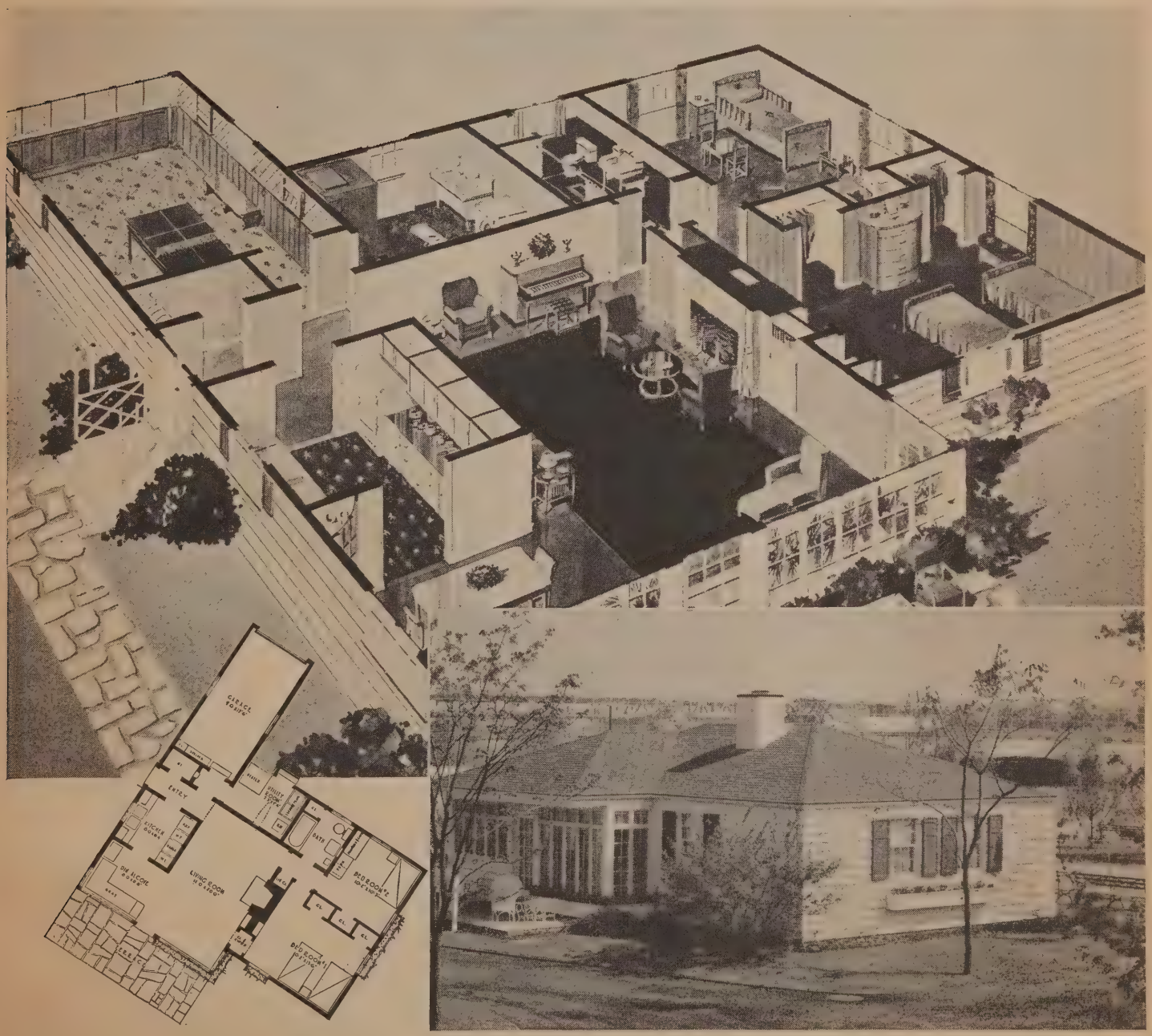
Over 1,000,000 People Paid to See This Feature of
THE NEW YORK WORLD'S FAIR, 1939

SENSATION of the N. Y. World's Fair "Town of Tomorrow" is the highly practical Demonstration Home No. 1 developed and sponsored by the National Home Builders Bureau under the planning theory that each room, even the garage, shall have a multiple function contributing to the convenience and comfort of a modern family of moderate means.

The plan of this house features a definitely new mode for modern living by developing the idea of "Dual Duty" rooms. The findings of the Bureau, as indicated by this plan, are that the small home builder of today wants, in variety of function and extension of comfort, a home containing several times the efficiency of similar sized homes of just a few years ago.

The development of the "Dual Duty" rooms, as here exemplified, represents an outstanding advance in the Bureau's drive to create the type of small home which offers the "new mode for better living."

On Page 66 will be found the names and products of manufacturers who cooperated in this "Dual Duty" Home at the New York World's Fair and in Replica Homes being built in many communities.



Replicas of Our Demonstration Home Number One, Pioneering a New Idea as the "Dual Duty" House, Are Being Built in Scores of Cities Throughout the United States.

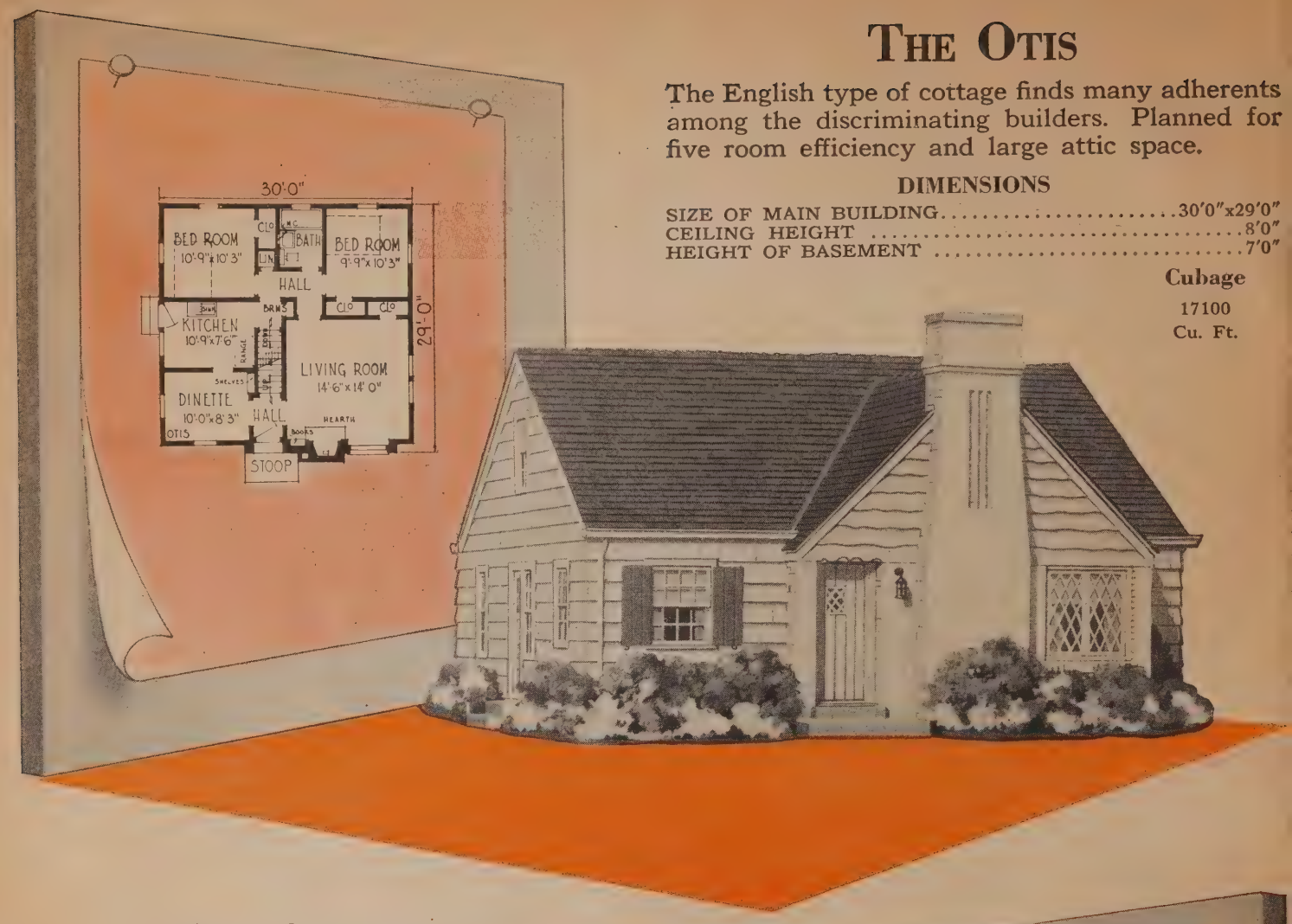
The Otis

The English type of cottage finds many adherents among the discriminating builders. Planned for five room efficiency and large attic space.

DIMENSIONS

SIZE OF MAIN BUILDING.....30'0"x29'0"
CEILING HEIGHT .....8'0"
HEIGHT OF BASEMENT .....7'0"

Cubage
17100
Cu. Ft.



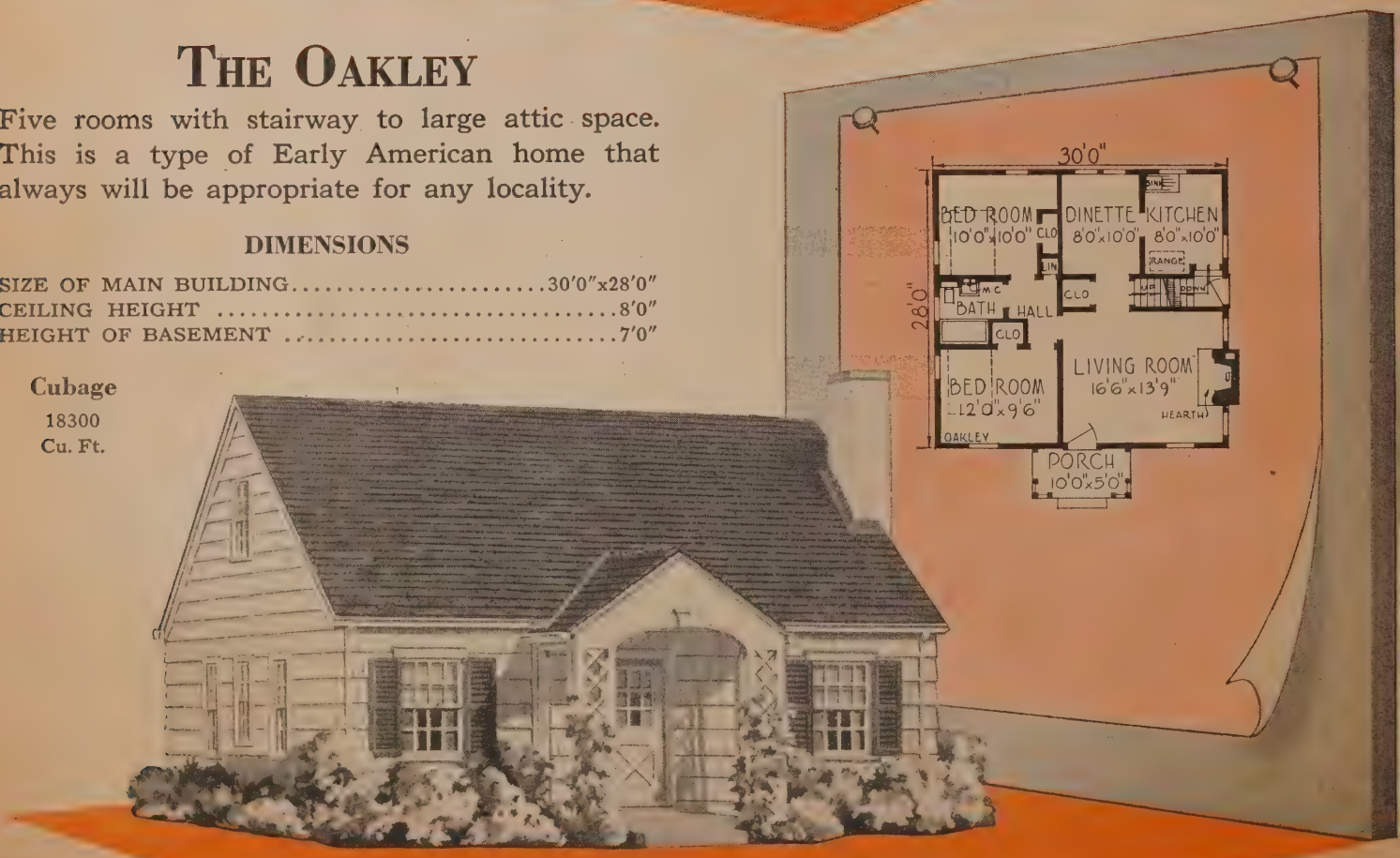
The Oakley

Five rooms with stairway to large attic space. This is a type of Early American home that always will be appropriate for any locality.

DIMENSIONS

SIZE OF MAIN BUILDING.....30'0"x28'0"
CEILING HEIGHT .....8'0"
HEIGHT OF BASEMENT .....7'0"

Cubage
18300
Cu. Ft.



The Ellencott

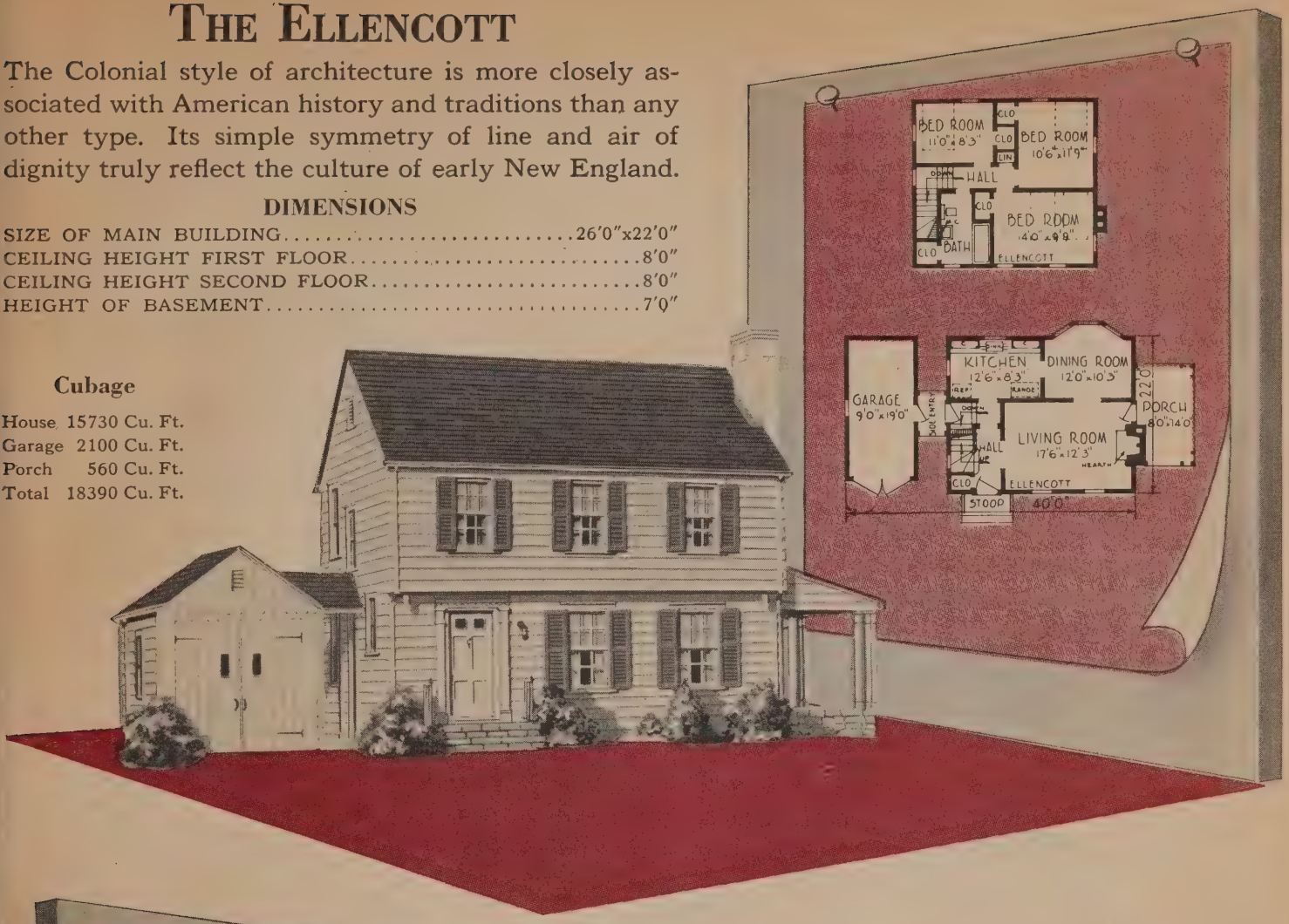
The Colonial style of architecture is more closely associated with American history and traditions than any other type. Its simple symmetry of line and air of dignity truly reflect the culture of early New England.

DIMENSIONS

SIZE OF MAIN BUILDING	26'0"x22'0"
CEILING HEIGHT FIRST FLOOR	8'0"
CEILING HEIGHT SECOND FLOOR	8'0"
HEIGHT OF BASEMENT	7'0"

Cubage

House 15730 Cu. Ft.
Garage 2100 Cu. Ft.
Porch 560 Cu. Ft.
Total 18390 Cu. Ft.



The Onargo

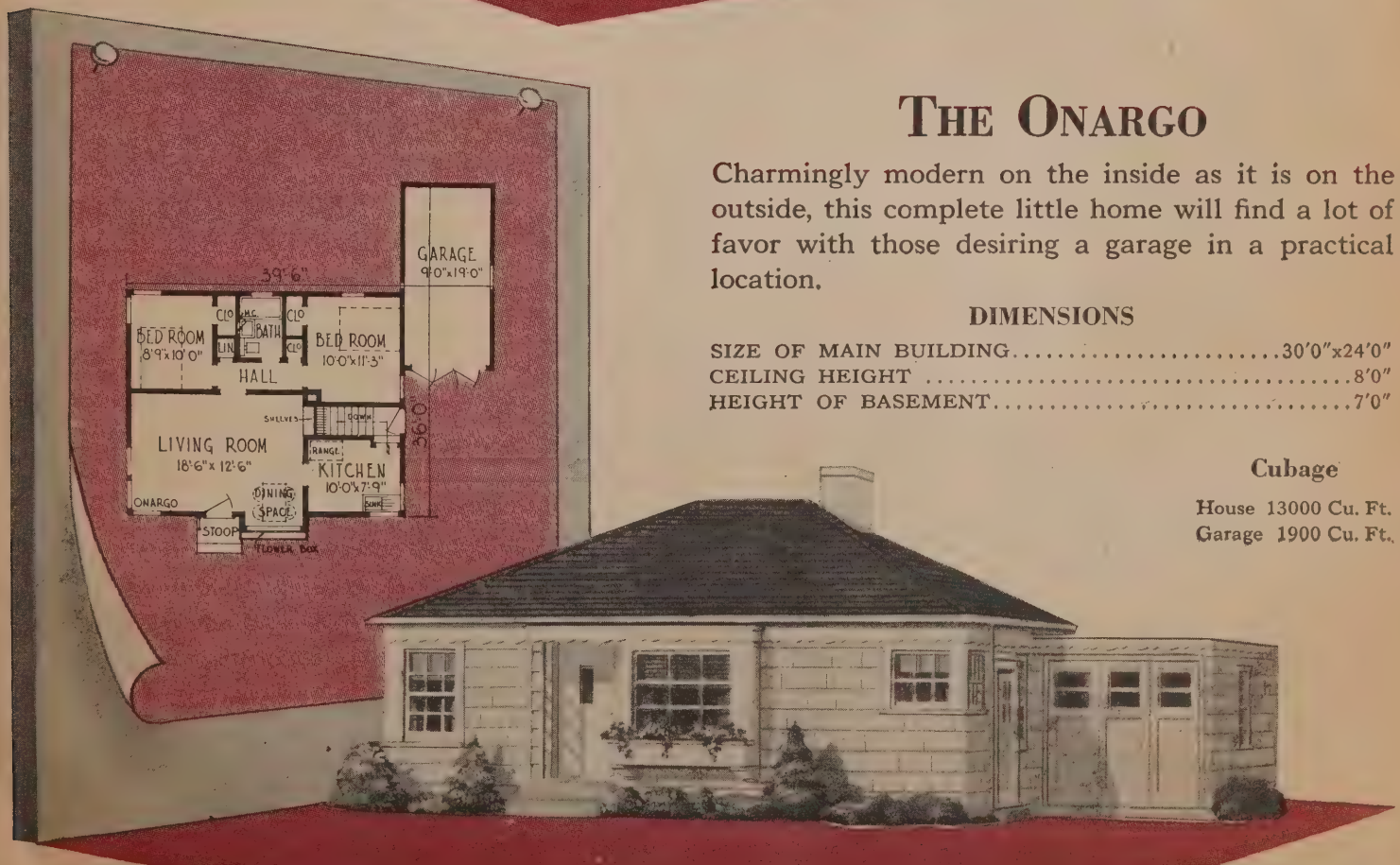
Charmingly modern on the inside as it is on the outside, this complete little home will find a lot of favor with those desiring a garage in a practical location.

DIMENSIONS

SIZE OF MAIN BUILDING	30'0"x24'0"
CEILING HEIGHT	8'0"
HEIGHT OF BASEMENT	7'0"

Cubage

House 13000 Cu. Ft.
Garage 1900 Cu. Ft.

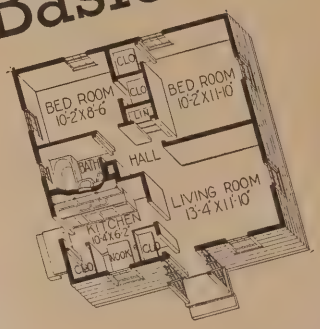


Cape Cod Simplicity.

A Corner Windowed Cottage.

Modified Modern.

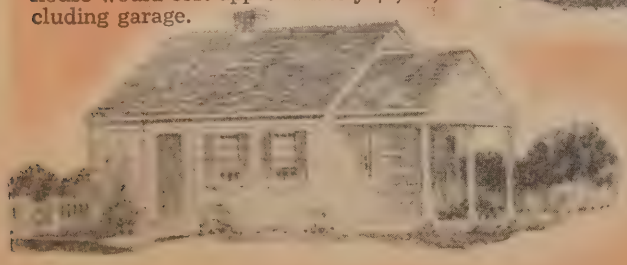
Seven Versions of One Basic Plan



The house designs on this page are all exterior variations of one basic floor plan. They are large enough to provide for comfortable living yet small enough to be built at lowest possible cost.

To the American family with one or two children, these efficient individual homes offer tremendous advantages over flats, apartments or "rooms." In most communities they may be purchased on an all-inclusive monthly payment of about $20.

In the Town of Tomorrow at the New York World's Fair the above is Demonstration Home Number Six, sponsored by the National Lumber Manufacturers' Association and the National Retail Lumber Dealers' Association. With two extra bedrooms on the second floor the house provides comfortable quarters for a family of six. As presented at the Fair the house would cost approximately $3,000, including garage.



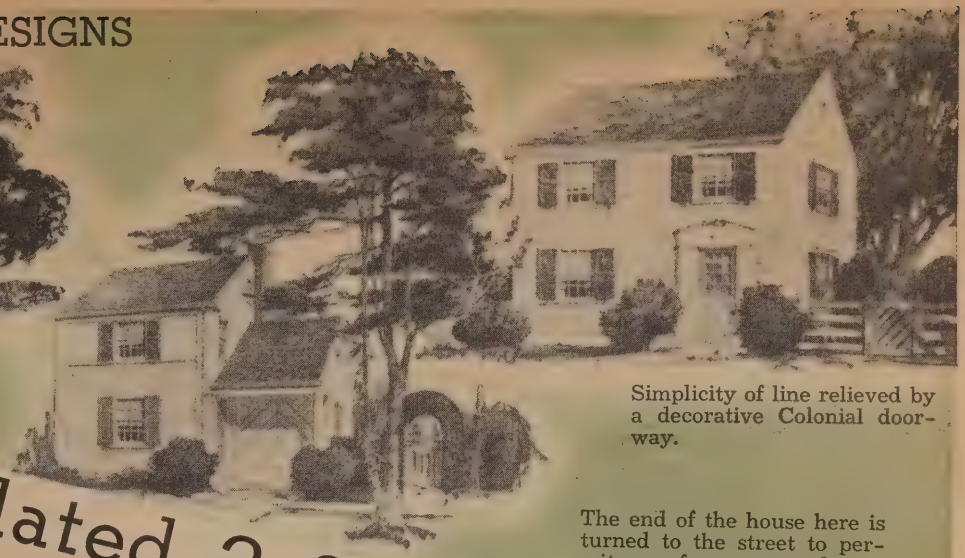
A Cozy Shingled Version.

Farm House Simplicity.

For the Suburbs.

DEMONSTRATION DESIGNS

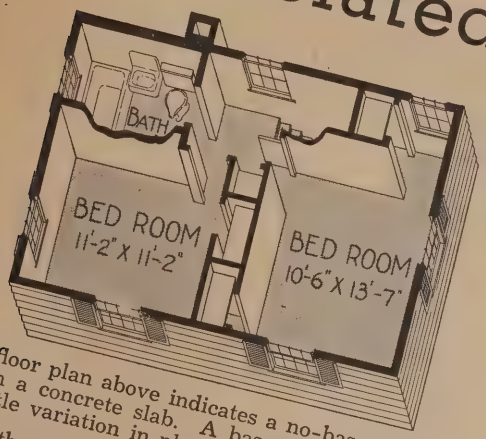
Here the garage replaces the porch to make the house look larger.



Simplicity of line relieved by a decorative Colonial doorway.

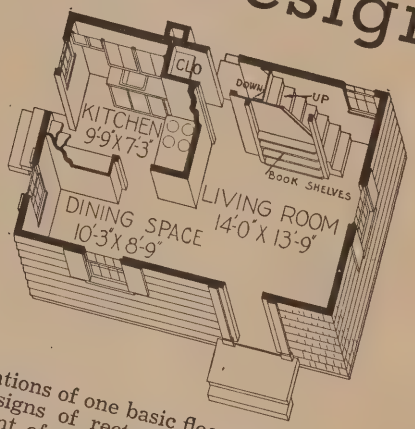
—Six Related 2-Story Designs

The end of the house here is turned to the street to permit use of a narrower lot.



The floor plan above indicates a no-basement house, built on a concrete slab. A basement may be added with little variation in plan.

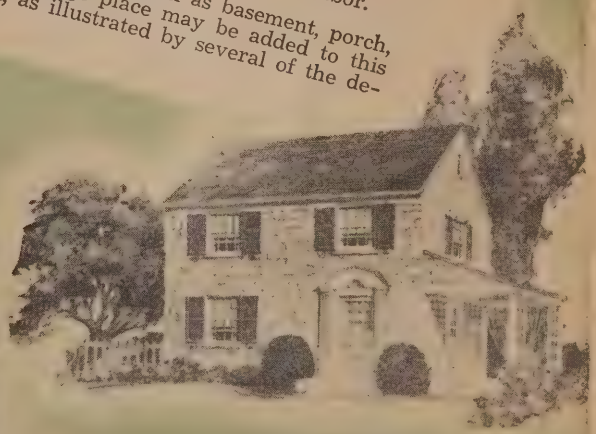
All of the designs shown on this and the facing page have been produced by the Technical Committee of the National Small Homes Demonstration program, sponsored by National Lumber Manufacturers' Association. The houses illustrated on this page again represent



exterior variations of one basic floor plan. They are all five-room designs of rectangular form which permit a given amount of material to enclose a maximum of cubage with the least possible man-hours of labor.

Note that various features such as basement, porch, garage and extra storage place may be added to this fundamental plan, as illustrated by several of the designs shown.

Corner windows and a flat porch deck strike a modern note.



Here you add an open porch and change to wood shingled sidewalls.

A flat garage roof permits a second-story sun deck.

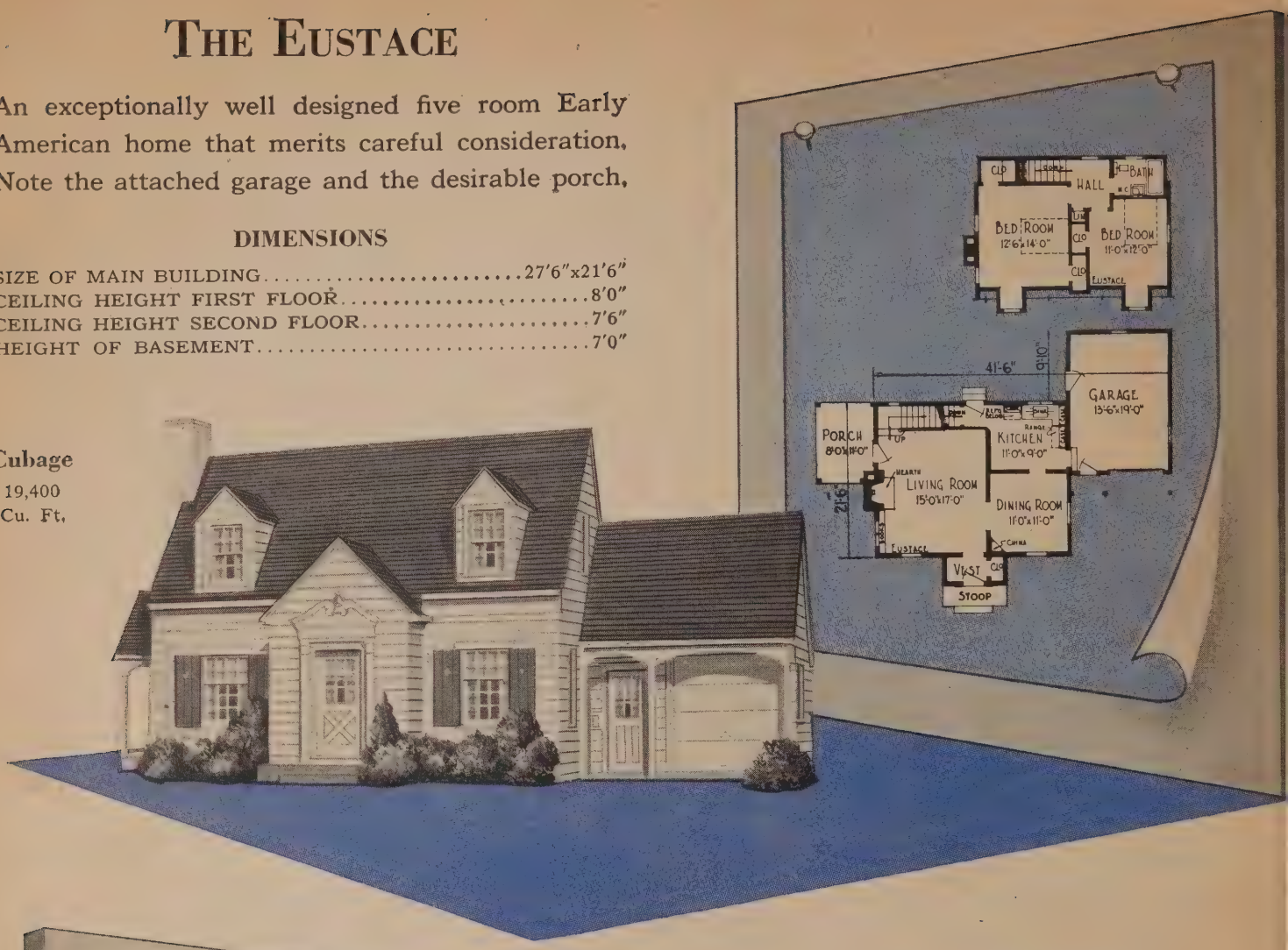
The Eustace

An exceptionally well designed five room Early American home that merits careful consideration. Note the attached garage and the desirable porch.

DIMENSIONS

SIZE OF MAIN BUILDING.....27'6"x21'6"
CEILING HEIGHT FIRST FLOOR.....8'0"
CEILING HEIGHT SECOND FLOOR.....7'6"
HEIGHT OF BASEMENT.....7'0"

Cubage
19,400
Cu. Ft.



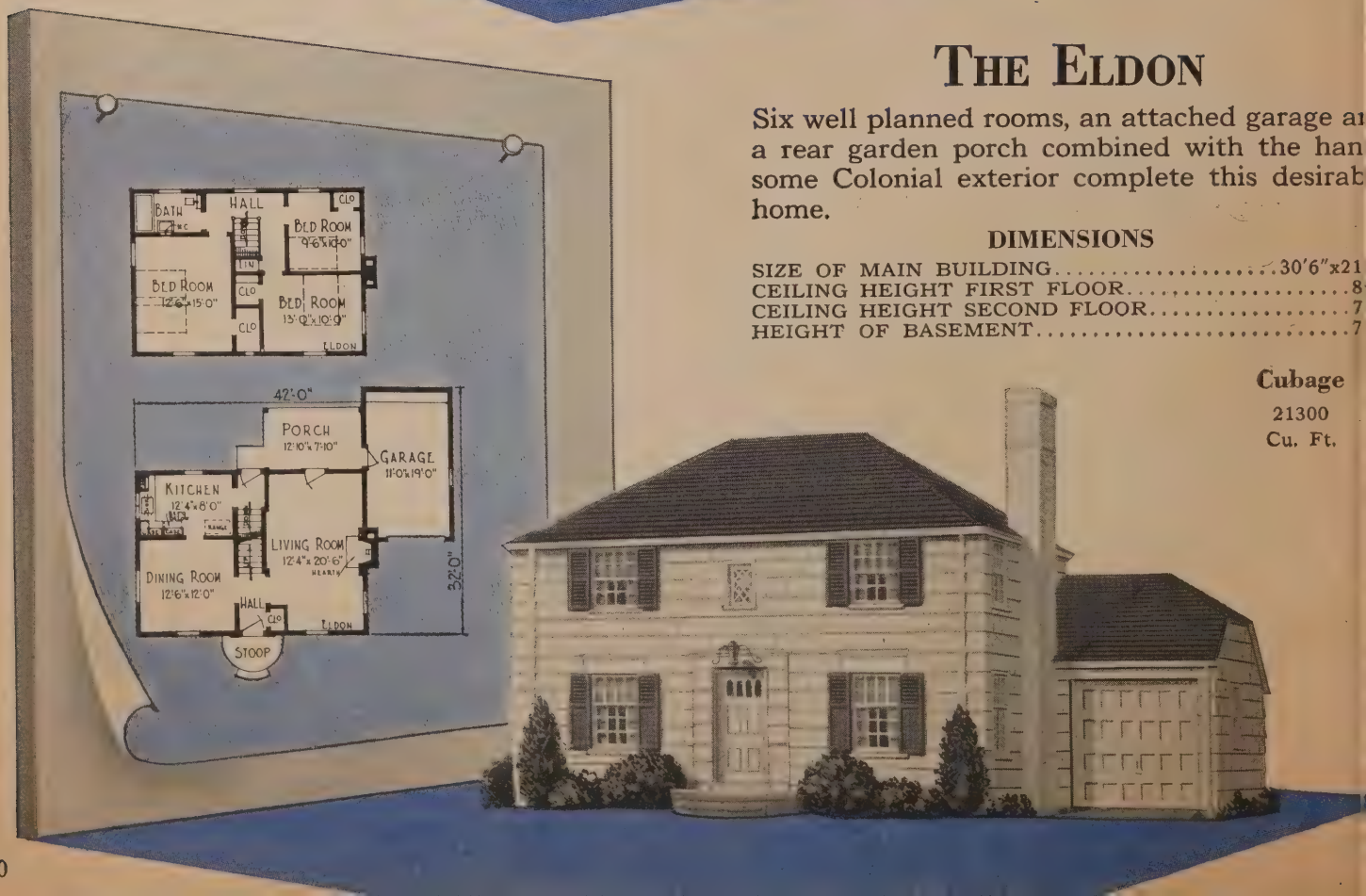
The Eldon

Six well planned rooms, an attached garage a
a rear garden porch combined with the han
some Colonial exterior complete this desirab
home.

DIMENSIONS

SIZE OF MAIN BUILDING.....30'6"x21
CEILING HEIGHT FIRST FLOOR.....8
CEILING HEIGHT SECOND FLOOR.....7
HEIGHT OF BASEMENT.....7

Cubage
21300
Cu. Ft.



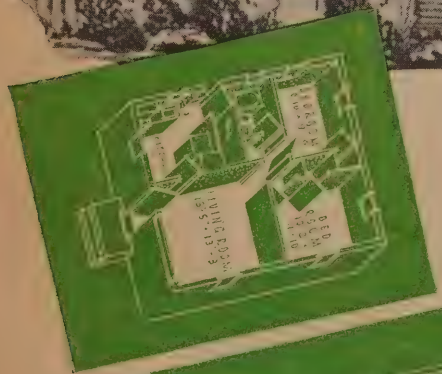
Colonial Beauty

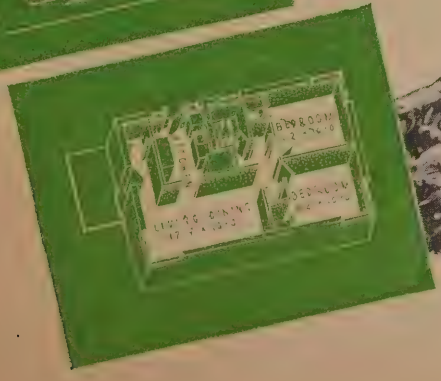
This six-room house is distinctly modern in the space economy of its plan.

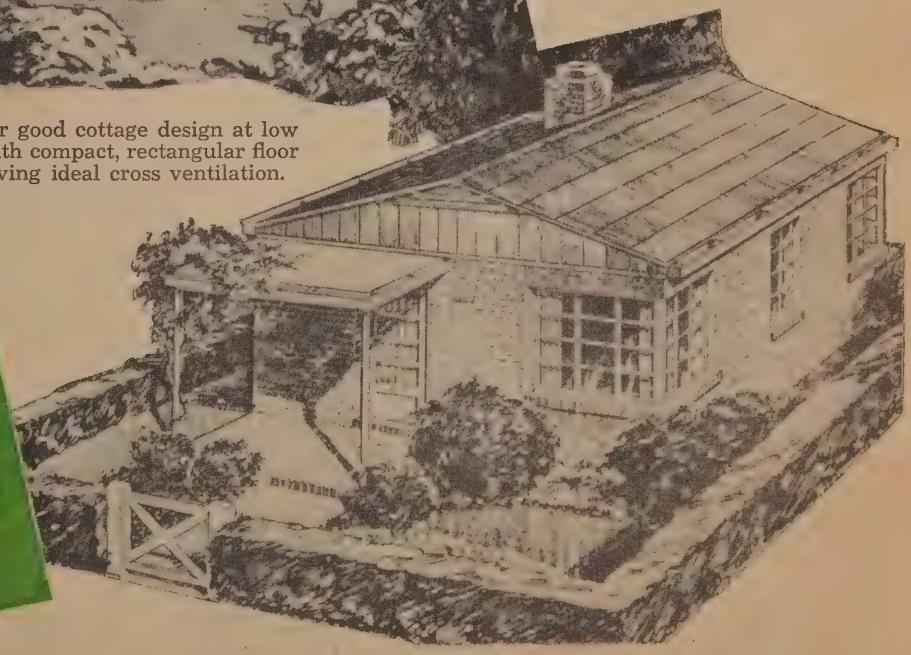
The popular attached garage plan executed in Colonial style.

Charm of Clay Masonry

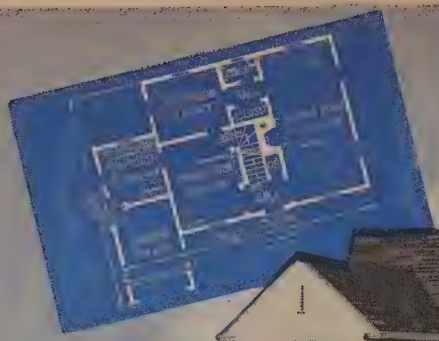
Another good cottage design at low cost, with compact, rectangular floor plan giving ideal cross ventilation.

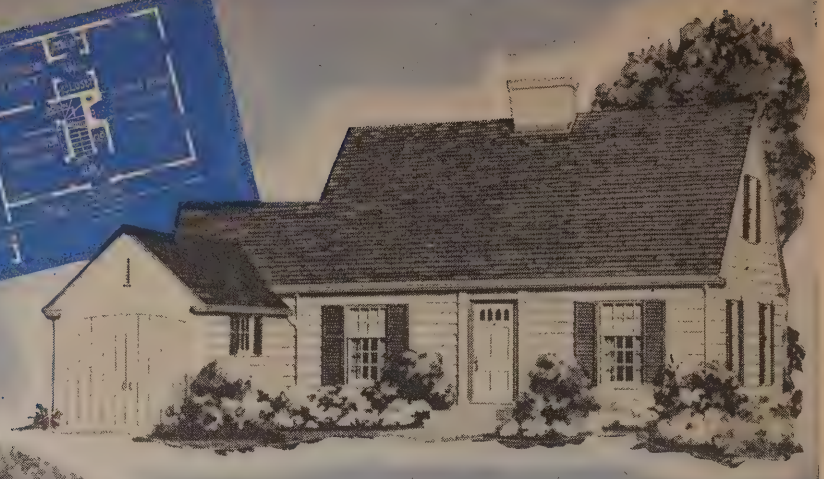




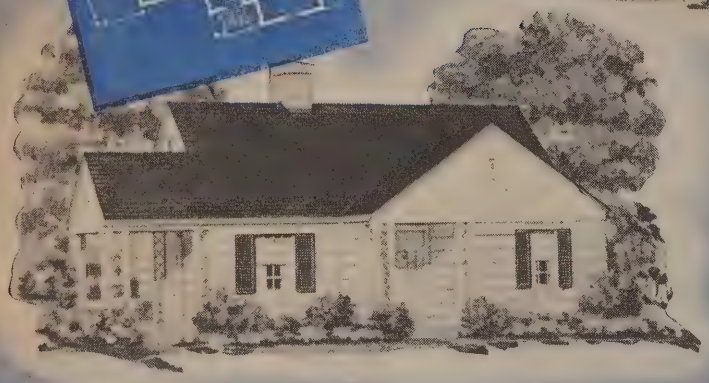


The unusual corner windows give a touch of the modern to this "Economy" design in brick.





23. Cape Cod in design, this house has an attached garage and possibilities for two extra bedrooms in the attic.



24. Trellised columns and shingled sidewalls here give an atmosphere quaint yet modern.

There's New Variety

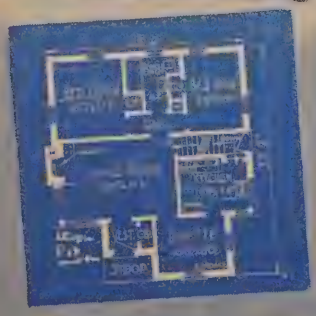
"THE Job and Joy of a Life Time," "Invest in Happiness," are phrases you read at the beginning of this Small Home Builders Year Book. Don't smother that impulse to own your own dream home. Remember that all that stands between you and home ownership nowadays is a simple decision to "do something about it."

As you study the distinguished group of one-story homes on these last two pages of our Design Section bear in mind that today building a home of your own is easier than ever before—and never again in your lifetime will your dollars buy more lasting satisfaction.

Read with close attention the pages in the next section devoted to financing your home. See what an easy step it is from renting "space to sleep and eat in" to buying, on rent-like payments, the home you want.

The trend to small homes of one-story design is nation wide. People are moving to the suburban areas

25. Outside walls of painted brick veneer and irregular siding give distinction to this English cottage.



26. The shingle and clapboard exterior of this English cottage is dominated by a chimney of painted brick.

In writing National Home Builders Bureau be sure to mention design number.

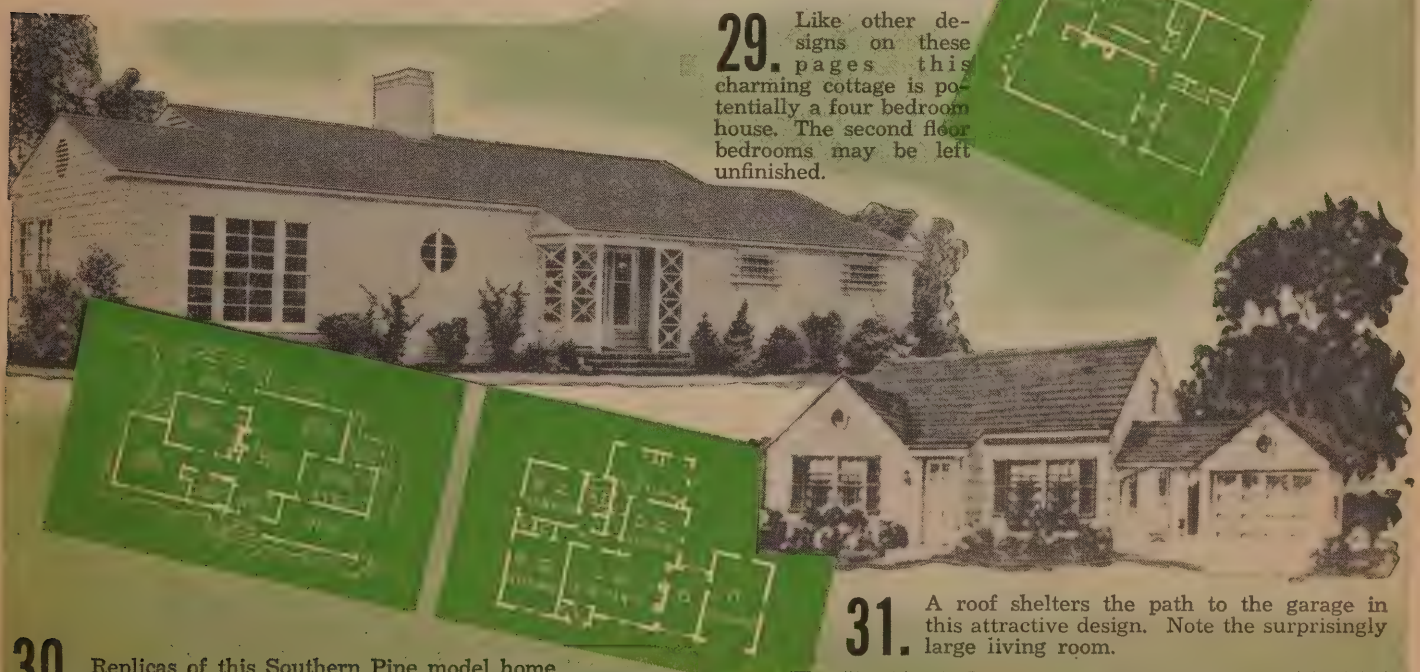
27. Two great mullioned bay windows flanking a rose bush trellis give charm to this exterior.

in One-Story Designs

where land costs are not so high, and here among the other advantages of healthful living they are building houses like those pictured here. These efficient "machines for living" have made completely obsolete the old fashion up-and-down monstrosities that made housekeeping a nightmare and represented a minimum of comfort at maximum cost.

The first three one-story houses on the left hand page were created by architects for the National Plan Service, Inc. Design #26 is the All-Ohio Gas Demonstration Home. On this page Designs #27 and #29 are copyrighted by the Architects' Co-operative Plan Service, Inc. Design #28 is the Western Pine Home on exhibition at the Golden Gate Exposition in San Francisco. Design #30 is the Southern Pine Association model home. Design #31 is sponsored by the Architects' Certified Homes Association.

28. This Cape Cod cottage shows blue shutters against white side walls of pine clapboard topped by a blue cedar shingle roof.



29. Like other designs on these pages this charming cottage is potentially a four bedroom house. The second floor bedrooms may be left unfinished.

30. Replicas of this Southern Pine model home have been built from coast to coast.

31. A roof shelters the path to the garage in this attractive design. Note the surprisingly large living room.

In writing National Home Builders Bureau be sure to mention design number.

Invest in HAPPINESS

a banker's viewpoint

R. I. Nesmith & Associates

WE bankers are supposed to be a cold blooded lot. Whether we are or not, the fact remains that we are trained to look at things analytically, to take situations apart to see what makes them "tick" or fail to do so.

Home ownership? Do you want an unemotional appraisal of the question from a banker's viewpoint?

I am a perfectly matter-of-fact, perfectly "hard-boiled"—as my youngster puts it—when I say that for most men and women the years and the money spent in acquiring a family home are, after insurance, the best investment of all, an investment in happiness!

Happiness springs from many sources, one of them a feeling of economic security. In my experience more people have started on the road to financial independence through home ownership than in any other way. Your cash equity in your home increases your credit standing everywhere, including my bank. If someday you must relocate in some other city and hence have to sell, you get back most of, often more than, the money invested. Rent receipts have no resale value!

In the long run you live less expensively in your own home than in a rented one. Statistics show that you can occupy and pay for a home at approximately the same cost that you pay as rent for an apartment of the same size and class. When you have completed your payments you live in your owned home much more cheaply, of course, than in rented quarters. Over a period of years you are definitely money ahead by buying and occupying your own home.

By the time you want to retire you are finished with your home buying program and can afford to travel or indulge in other luxuries. In the event of adversity the home is at least a roof over your head or may be sold for cash.

Happiness dwells, too, in what is called adjustment to your environment. From home ownership, particularly if you take an interest in community affairs, come pleasurable and profitable business and social contacts. In your neighborhood you make friendships that endure for many years. Your children have the opportunity to meet and grow up with the right sort of youngsters.

Ewing Galloway

A sense of personal improvement is another factor in happiness. The responsibilities of ownership, in meeting emergencies and financial payments, are a first rate molder of character.

The home owner can buy furniture and decorations of better and more satisfying quality, because they are acquired to fit a decorative scheme that will last for years, instead of having to be changed periodically as you move from one rented place to another.

Watch your children develop in that home of your own. As part of a family that has its own place in the sun they will be closer to you, will grow up with a sense of responsibility and a respect for private property that will be invaluable in their later years.

Much of what the psychologists and child training experts have been telling us during recent years boils down to the fact that early environment is of tremendous importance in establishing the lines of subsequent character development.

This fact alone should swing the decision to home ownership with thoughtful parents who recognize that nothing in the world is more important than giving the younger generation their proper start in life.

FINANCING

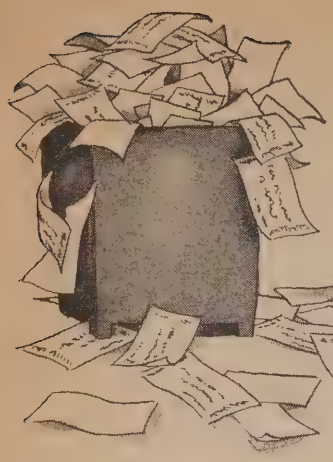
THE modern path to the goal of debt-free home ownership is very different from the old hazardous and uncertain method of short-term first and second mortgages, excessive commissions and renewal fees. The new and better way is described on the following pages.

A dollar a day, and even less, under the present insured amortization system will buy a comfortable home. You start with a down payment of only 10 to 20%. (And there is also provision for moderate priced homes with the down payment of only 5%.) Then every month for a period from 15 to 25 years you make uniform payments, which include payment on principal amount, interest, and mortgage insurance; and a percentage of your annual taxes and fire insurance.

The difference in cost between the old system and the new represents a substantial saving —money in your pocket—money available for new comforts in the home of your dreams!

How Rent Payments can buy the Home of Your Dreams

(Editor's Note: Want to have some fun? Probably *you* do not save your rent receipts, but you know how long you have been paying rent. Work out a rough estimate of what the amount has been. Perhaps, like P. A. Jackson, *you will be astonished at the size of the figure.*)



by Philip A. Jackson

SOME people save string!

Some people save paper match covers!

For twenty-five years my hobby, if I may call it that, has been — saving rent receipts. There's a drawer full of them now, close to three hundred, representing money gone over the dam to the tune of about $16,000.

In their various shapes and colors they remind my wife and me of the many characterless apartments and unsatisfactory houses we have drifted in and out of during the years of our nomad wanderings.

Why are we today, nearing our fifties, without the most prized of man's possessions—a home of our own?

Looking back, it is a matter of bitter regret with us that our marriage partnership has never been brightened by the shoulder-to-shoulder adventure involved in building and paying for a home of our own—by the creation, to use an old fashioned word, of a homestead. We have never known the thrill of shaking hands with the landlord for the last time!

Have we been fair to our children, two of them now grown and married? Ruefully we admit the answer is "No." They have never "taken root" anywhere, never grown up with a group of neighborhood friends, never known the pride and comforting security that springs from a permanent, well loved background for the days of a family's life together.

Two reasons, as my wife and I think back, kept us from the joys, and the responsibilities, of home ownership.

The labor saving conveniences and compactness of the various apartments we have lived in was obstacle number one. The extortionate (we considered it so) cost of financing was obstacle number two.

As we see it, neither difficulty exists, in this year of grace 1939, for our married son and married daughter. If our experience and counsel carry weight, they shall not make our mistake.

Take the matter of step and muscle saving appliances and floor layout. The new homes of today, even in the most modest price classes, are designed as truly efficient "machines for living." The carefully planned kitchen of 1939 is just one expression of the study that unnumbered architects and builders have applied to every square foot, from basement to attic (I know that some modern small homes have neither!).

Every month, year in year out, you pay for shelter. The renter is on a treadmill, going nowhere. The home owner each month is increasing his equity, going straight toward his goal and symbol of his independence, a home of his own.

Automatic heat and all it means in release from drudgery is another symbol! In my mind it stands for the whole list of appliances—refrigerators, cooking ranges, water heaters, vacuum cleaners, and so on—that make the modern small house almost "chore proof." During the past ten years the cost of such appliances has been reduced about 75%, while they have

steadily improved in construction and efficiency of operation. The home of today repeats the well known story of the automobile all over again—more for your money today than ever before.

STREAMLINE FINANCING

Home financing, too, has been streamlined. FHA insurance for mortgages has made the financing of new homes cheaper than ever before.

Today, thanks to the FHA, it is possible to borrow as much as 90%, at a rate of interest as low as 4½%. By monthly payments under the FHA plan, call them installments if you prefer the word, it is now possible to buy the home you want for as little as $1.00 a day.

If you can afford the 10% down payment and are abreast of your obligations, you are eligible for an FHA insured mortgage, the monthly payment or amortization of which would in all probabilities be less than what you are now paying in rent. See the table on the next page.

Now let's assume that you have found out that the home of your dreams, fully equipped and ready to live in, costs slightly more than you apparently can afford at your present rate of living. Let's see what you lack!

WHAT $7.62 WILL DO

Suppose it is automatic heating, costing say $300 more than you had figured. You want wall and roof insulation that will run another $200. You want built-in cupboards, a convenient breakfast nook, and smartly designed, matched bathroom equipment, with glazed-in shower stall. All in all, let's say that your future home, built as you want it, will cost $1,100 more than you apparently can afford at your present rent.

How can you get these extra comforts on your present income? The answer lies in the installment payment system. You can get the extra $1,100 by paying $7.62 more each month.

Where will this amount come from?

Take it out of the luxury items in your family budget! Smoke fewer cigarettes each week. Cut out one movie a week. Drive the family car 50 miles less.

These easy savings (substitute your own list, if you want) can amount easily to $1.76 a week. Multiply by the 4⅓ weeks in a month and, lo! the $7.62 that will bring the automatic heat, the insulation and all the rest, to give you the chore proof home of your dreams.

How to get Your Home Financed

TODAY financing of new homes is easier and cheaper than ever before.

Several kinds of institutions will lend you the money you need. You can pay them back in monthly installments over a long term, each month repaying part of the principal. For example: Under former methods a $5,000 first mortgage, periodically renewed, would cost $6,500 in interest alone in 20 years and at the end of this period you would still owe the $5,000. Under the present FHA insured mortgage for the same amount, you would pay out in twenty years a total of $8,911.20 on a $5,000 loan. But at the end of that period you would owe nothing. The difference between the old and the new plans would save you $2,588.80.

In case there is to be an FHA insured mortgage, the Lender calls in FHA to study and approve your plans.

Remember, the FHA or Federal Government, does not lend you money. They insure the loan, if approved by the local financing institution of your choice. There are about 11,000 approved local lending institutions—building and loan associations, savings and loan associations, industrial banks, savings banks, commercial banks, etc.

The Lender, insured, then lends you the money you need.

Whatever the lending institution, it will want to know if your income is steady and large enough;

Your credit is good—that is, you are able to meet your obligations as they become due;

Your house meets certain minimum standards. These standards are:

The design must be architecturally attractive, readily saleable;

The construction must be sound, resisting weather and wear and tear;

The plan must be practical and livable—not inconvenient or extreme;

The equipment must be suited to the

house and the neighborhood.

Lending institutions do not like loans on new houses in rundown neighborhoods or in the path of future business or manufacturing developments.

Lending institutions recommend building in residential areas, with good transportation, near good schools and other civic centers.

Lending institutions like to see new houses located in sections where values are equal and designs harmonious. Mixing architectural styles, or locating inexpensive houses in expensive neighborhoods, always lowers values.

In appraising a house, lending institutions are guided by many factors beyond its quick resale value. These factors are largely the considerations noted above—your personal rating, the location of the proposed house, consistency with neighborhood character, trend of the area, efficiency of the plan, and so on.

Whether your mortgage is to be obtained from a building and loan association, a savings and loan association or from a bank that will seek FHA insurance on this loan to you, an investigation will be made to appraise the true value of your property, as it will be with the improvements for which the loan has been asked, and it is on this appraised value—not on what you propose to spend on the property—that the lending institution will lend you the money.

You will probably be investigated also from a personal viewpoint. The lending institution will want to know about your social and credit standing;

Why you want to buy or build a house;

Your ability to get and hold a job;

Your present indebtedness;

The amount of your income and its relation to what you want to invest in your new property.

In general, precautions adopted by lending institutions are little more than the principles that you yourself should have in mind when thinking of financing a home.

THE FIVE COMMANDMENTS

"A family contemplating a home of its own," in the words of Morton Bodfish, Executive Vice-president of the United States Building and Loan League, "whether it is buying or is building one to order, should bear these five things in mind—arrange for orderly repayment of the money you had to borrow, don't buy a house that is more than you can afford, understand what you are getting into, provide for the financing of those current expenses of home ownership which are common and can be anticipated, and leave a place in your arrangements for the application of any unanticipated money for the more rapid removal of the debt on the house. Under such arrangements the odds are at least ten to one in favor of your counting your home among your blessings."

Today a great many building and loan associations show "Federal" as part of their name. Federal Savings and Loan Associations are chartered by the Federal Government. These associations are local, mutual, thrift and home financing institutions which are organized and directed by responsible local businessmen. They are owned by their local investing members and are managed by Boards of Directors who are elected jointly by the votes of the associations' investors and borrowers.

In turn, a large percentage of savings and loan associations are now using what is known as The Federal Home Building Service Plan.

This Plan is intended to solve many problems. When a home seeker enters a lending institution offering the Plan, he is guided from that time until a completed home is in his possession. He is given sound financial counsel. The designs he is shown are the work of recognized architects; the selection is good for homes costing $7,500 or less. If no design exactly fits his desires, one can be altered for a nominal cost.

His family's requirements are studied. He is helped to select a site or, if he already has chosen the site, he is advised as to its suitability, whether it is in a sound residential neighborhood or one menaced by deteriorating influences unrecognizable to untrained eyes. With the site once chosen, he is guided in the selection of a qualified contractor and helped through the remaining details of floor plans, working drawings, specification of materials, drawing up of bids and awarding of contracts. The workmanship that goes into his home is supervised throughout. When the home is built, it is certified as a "registered home"—a certification that both strengthens investment security and resale value.

THEY WANT TO HELP

With whatever lending institution you deal, bear in mind that these people want to do everything within reason to help you to acquire a home of your own. They know it is one of life's best investments, not only in point of the money it represents, but because of the incalculable dividends it returns in the way of better living and greater happiness for you and your family.

HOW MUCH HOUSE CAN YOU AFFORD?

House & Lot Valued at—	$1890	$2450	$3115	$3670	$4335	$4890	$5560	$6000	$7000	$8000	$9250	$10,000	$12,000
You have cash or land worth—	190	250	315	370	435	490	560	600	800	1000	1250	1400	2400
Additional cash for recording fees, etc.—	150	150	150	150	150	150	150	150	150	150	250	250	250
You can PAY OFF this in	TWENTY-FIVE YEARS								TWENTY YEARS				
Monthly payments:													
Interest & Principal	9.45	12.23	15.57	18.35	21.68	24.46	27.80	30.02	39.25	44.31	50.64	54.44	60.77
Mortgage Insurance	.71	.91	1.16	1.36	1.61	1.82	2.07	2.23	2.55	2.88	3.29	3.53	3.95
Fire&Storm Insurance	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00					
Taxes*													
Total	$	$	$	$	$	$	$	$	$	$	$	$	$

**As local taxes vary widely, in order to determine monthly payment, get an estimate of rate per year after completion of contemplated dwelling. For example, if tax rate is $120 per year, $10 would be monthly payment.*

THIS section of the Year Book deals with the exciting days when the home of your dreams begins to take on actual form and substance—and it is to be hoped that your dreams will have included some very practical considerations of materials and workmanship.

As in house designing great strides have been made during the past decade in perfecting sturdy, economical building materials. Many of these are trademarked products and you can be sure, in this age of scientific testing, that the products of nationally known manufacturers are every bit as good as represented.

Your choice, or your architect's choice, of materials should be written into the contract specifications—and so too should the high standards of workmanship on which you should insist. If yours is to be a wood frame house, study with care the complete picture story on the following pages.

Nowhere is it more true than in house construction that the best, including both materials and workmanship, in the long run is the cheapest.

Here is Your Picture Guide to Good Construction

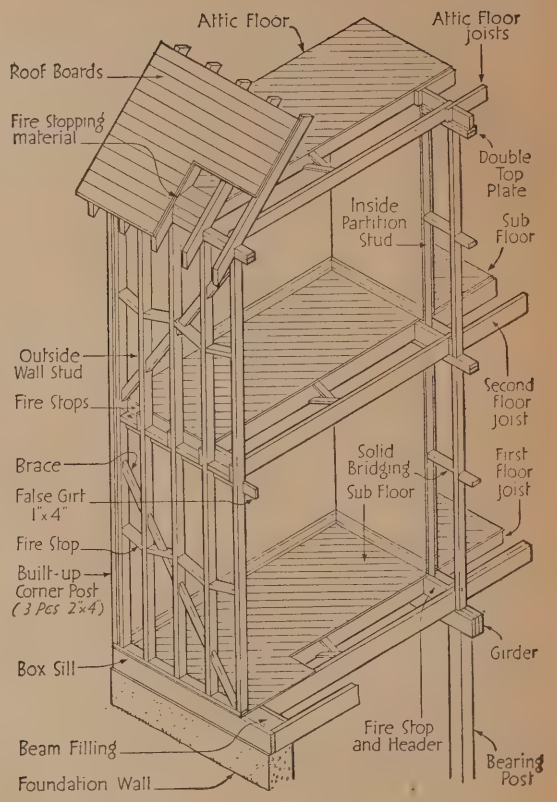
WOOD is by far the most important building material used in house construction today. Upon its proper use depends to a large extent the quality, durability, fire-safety and market value of a house.

Every prospective home owner, whether he intends to buy or build, will find it helpful to know how to distinguish good design and workmanship from poor, for only with such knowledge can he appraise the soundness of his investment. Fortunately it is not necessary to become an expert to tell the good from the bad.

Fortunately, too, wise selection of your architect and your building material dealer is in itself assurance of good construction. The builder is particularly important. His standing in your community is based on his knowledge of adequate construction and quality materials—not low estimates. By and large, the day of the jerry-builder is past, but it's fun, just the same, to know the important requirements of good construction.

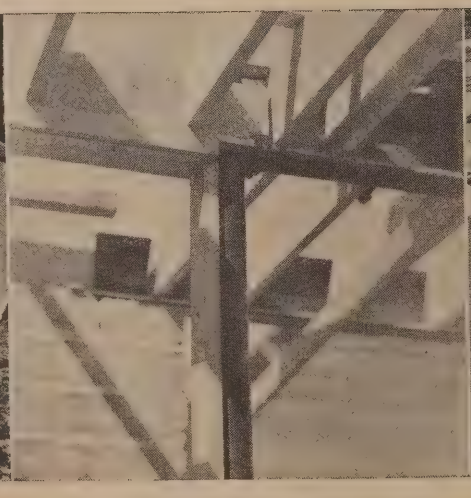
In every house there are a few "key" points that are important. If these are properly handled, it may be safely assumed that the quality of the rest of the contractor's work is equally sound. These "key" points are described and illustrated below.

Here are the hidden values in good construction that you obtain when the work is handled by a reputable builder. Every item is important!



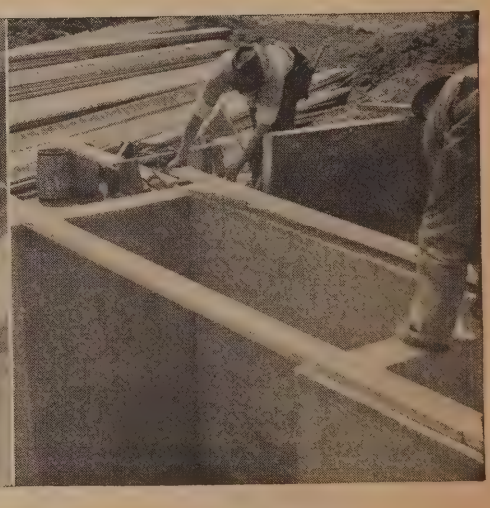
Roman Siemianowski

1. FOOTINGS are the solid concrete base on which the walls of the foundation rest. They should be at least 8" wider than the wall, and 8" or more deep—wider and deeper if the soil is soft. Footings should always be flat bottomed, so as to offer even support for the wall itself.



Weyerhaeuser Sales Co.

2. BASEMENT WALLS AND THE GIRDER support the partitions and the center of the house. Basement walls should be 8" thick at least, preferably more, and should be waterproofed on the outside. Girders must be supported by solid posts, set on thick footings of their own.



Roman Siemianowski

3. THE SILL, or wood base of the frame, should be firmly bolted to the basement wall with bolts set deeply into the wall masonry. Between the sill and the masonry wall, a termite shield of rust-resistant metal should be placed.

Weyerhaeuser Sales Co.

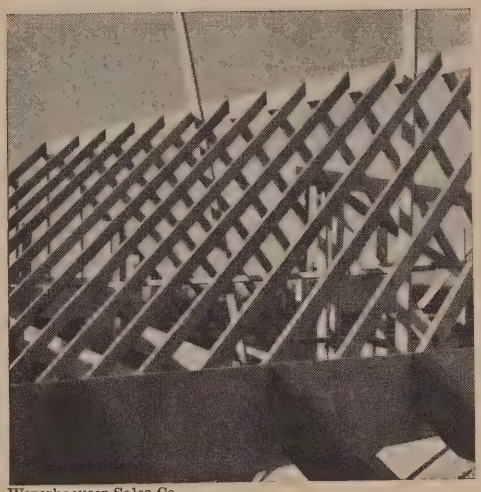
4. FIRST FLOOR JOISTS should measure no less than 2" by 8", and should be no more than 16" apart. They should run only from one wall to the girder, and where the two sets from opposite walls meet on the girder, they should overlap.

Weyerhaeuser Sales Co.

5. SUBFLOORING should always be laid on the joists before a finish floor is laid. Subflooring should be laid diagonally rather than straight across the house, since diagonal subflooring serves to add rigidity to the building.

Weyerhaeuser Sales Co.

6. STUDS, which make up the skeleton of the walls of your house, should be no more than 16" apart, and should be nailed at the bottom to bottom *plates*. Ceiling joists should rest on double top plates or on a ribband cut into the studs.



Weyerhaeuser Sales Co.

7. RAFTERS must be firmly secured at the bottoms to double top plates on top of the stud sections, forming a firm base for the roof skeleton. At the peak of the roof, these rafters should be reinforced by a ridge board which will hold them firmly.

Weyerhaeuser Sales Co.

8. THE CHIMNEY should always be framed away from the wood parts of the house so that no wood will be in contact with it. For correct draft, a chimney should always be at least two feet higher than the peak of the roof.

Weyerhaeuser Sales Co.

9. WALL SHEATHING, which is the first layer of "skin," covering the frame of the house, should be made of sound boards without knot-holes, and should be nailed on diagonally. Diagonal sheathing adds greatly to the strength of the walls.

●This photograph hardly appeals to the romantic emotions of one who is considering the building of his own new home. Your first impulse is to skip quickly over this phase of the building and hurry on to the more aesthetic features of charm and beauty.

●Tomorrow this uninviting scene will be transformed. Tomorrow will find here a home of beauty—the realization of someone's ideal. And because this owner tempered his zeal with practical building logic, his home of beauty will remain strong and sturdy throughout the years.

●The unseen parts of the house are the elements that establish its true value. If you are planning a home, you should study the book called "High Cost of Cheap Construction." It shows you the "right" and "wrong" ways to build. It helps you to avoid costly blunders. There is no charge for this highly informative book. Write for it.

WEYERHAEUSER 4-SQUARE

WEYERHAEUSER SALES CO.
First National Bank Building
ST. PAUL, MINNESOTA

Kolorites

GIVE US TRADITIONAL CORRECTNESS COMFORT AND ENDURING BEAUTY

The trend is toward traditional shingled homes of character, all designed and built to endure. Edham Kolorite Processed Red Cedar Shingles provide distinctive exterior beauty—with Architectural Correctness. Pleasing color combinations and contrasts are easily achieved, giving rich tone blends to accentuate the warmth of correct design. Good taste is assured in quiet, dignified simplicity or rugged characteristic detail.

ADDED INSULATION, TOO AT NO EXTRA COST

For new construction or reconditioning old homes KOLORITES add a warm blanket of natural insulation. Save on fuel and add comfort and charm to your home.

- Rich Beauty—in Color
- True Economy
- Durability
- Traditional Correctness
- Efficient Insulation

at a single cost

KOLORITES are manufactured by the exclusive Weyerhaeuser Process.

Learn more about this finished sidewall and roof product.—Write for Details.

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2563 Franklin Avenue
ST. PAUL, MINNESOTA

KOLORITE
PROCESSED RED CEDAR SHINGLES

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10. EXTERIOR WALL FINISH, the outside covering of the house, is applied after the window and door frames have been set. Exterior finishes include wood siding, as here, or perhaps shingles, or brick veneer (a single layer of brick over wood sheathing) or stucco.

Roman Siemianowski

11. SOLID ROOF SHEATHING is required in all cases where composition shingles are used for the roof. When wood shingles are called for, shingle lath may be used—narrow strips of wood spaced about two inches apart instead of being laid solid.

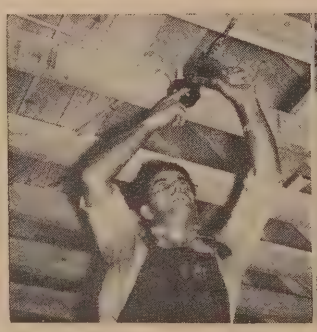
Roman Siemianowski

12. FLASHINGS, GUTTERS AND DOWN-SPOUTS, made out of strips of rust-resistant metal, should be nailed over all parts of the roof where leakage might occur—as where the chimney comes through the roof, along the valley caused by a gable in the roof; around dormers, etc.

13. ROOFING SHINGLES, whether of wood or of composition, should always be laid so that they overlap several inches, thus protecting the roof from possible leakage. Composition shingles should be laid over a layer of strong waterproof paper, nailed to the sheathing.

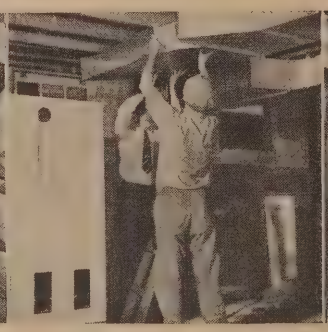
Roman Siemianowski

14. ROUGH PLUMBING should be installed by experts only, with all horizontal drain pipes slanted slightly away from the fixtures, and each joint in a drain pipe first caulked with oakum, and then filled with melted lead to make an odorproof and leakproof joint.



Roman Siemianowski

15. ELECTRICAL WIRING should never be placed in notches in joists or studs, nor should plumbing pipes. The photo shows the *wrong* way of running electrical conduit. Pipes and cables should be strung through holes bored through the center of the joists, since such holes do not weaken them.



Roman Siemianowski

16. HEATING DUCTS for warm air systems must always be led so that they will not protrude too much into the cellar headroom, but at the same time they must never run *through* the joists. Rather, they must go around them when it is necessary to cross over joist areas.

Weyerhaeuser Sales Co.

17. INSULATION, discussed more fully in the article on Page 41, is required for heating and cooling efficiency in modern homes. The photograph shows a type of wool-like insulation being applied between the studs and in the ceiling of a house. Full insulatior requires storm sash and weather stripping.

Weyerhaeuser Sales Co.

18. LATH is the general name for the base for a plaster wall. Lath may be of wood, gypsum board or fibre insulation board, as here, metal wire or of a structural insulation which both laths and insulates. Instead of lath and plaster, many people specify *dry* wall construction such as plywood, finish wall-board or other finish requiring no plaster coating.

Roman Siemianowski

19. PLASTER is a popular method of interior wall finishing. It should consist of at least two, and preferably three, coats—scratch, brown, and white.

Roman Siemianowski

20. PLUMBING FIXTURES must be installed correctly—or trouble will ensue. Here a bathtub is being put in wrong—the wood strips at the back, to which it is anchored, should be spaced only 16" apart, and should run the height of the wall. Otherwise the tub may later pull away from the wall.

Roman Siemianowski

P. and F. Corbin Co.

21. INTERIOR TRIM, the wood finish for cabinets, stairs, doors, baseboards and the like, should be made out of well-seasoned wood. Nails should be countersunk: that is, their heads should be driven slightly below the surface and puttied before the paint, stain and varnish or enamel is applied.

22. THE DOOR HARDWARE should be installed only by trained men. Installation of hardware is one of the most important operations in carpentry. Exceptional care must be taken not to split the wood or the door in gouging out the space in which the lock mechanism will go.

Weyerhaeuser Sales Co.

Roman Siemianowski

23. PAINT, both exterior and interior, should be applied in at least two, and preferably three, coats, each one allowed to dry well before the next is applied. It is false economy to try to save money by buying cheap paints.

24. FLOOR FINISH, the final step in building a house, should be done by experts. Floors should be laid with nails driven at an angle into edges of the flooring so they will not show; the wood should always be scraped or sanded, as in the photo, removing surface unevenness.

FOR YOUR NEW HOME

Gold Bond Floating Wall Nail, right, is driven between panels of gypsum lath giving resiliency to the walls plus greater strength.

DEMAND THE TRIPLE FEATURES OF A GOLD BOND FLOATING WALL SYSTEM!

1. *Extra Crack Resistance.*
2. *One-Hour Fire Protection.*
3. *Reduction of Noise Transmission through Walls.*

HERE is the amazing system that has completely revolutionized modern wall construction! Now, for little more than the cost of old-fashioned lathing systems, it offers resistance to cracks, one-hour fire protection, and the reduction of noise transmission.

The system centers about the Gold Bond Floating Wall Nail, with head encased in felt and metal. This nail, driven *between* panels of Gold Bond gypsum lath, provides an *elastic* wall, free from direct attachment to framing members. Thus vibrations do not reach the plaster.

Made from fireproof gypsum lath and plaster, the Floating Wall has a one-hour fire rating. Nearly twice that of ordinary walls!

Finally, Gold Bond's Floating Wall resists noise transmission. National Bureau of Standards' tests give it a sound transmission loss of 47.6 decibels—enough to stop the passage of ordinary conversation from one room to another.

You'll be surprised at the low cost of a Gold Bond Floating Wall system for your new home. See your Gold Bond lumber or building material dealer today, or write direct for booklet "The Inside Story of the Floating Wall."

NATIONAL GYPSUM CO.
BUFFALO, N. Y.

How Will

American Brass Co.

1. The always popular wood clapboard side wall is available either in straight beveled siding or in novelty patterns of various cross sections.

Harbor Plywood Corp.

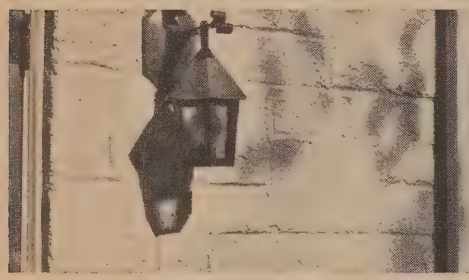
2. Plywood, coming in large panels, is becoming increasingly popular because of ease of application and the many modern treatments possible.

Weyerhaeuser Sales Co.

3. Combinations of materials yield interesting results. Here is illustrated a first floor construction of stone masonry topped by hand-split shakes.

Johns-Manville

4. Asbestos cement siding, available in many patterns including the wood shingle effect above shown, is fire resistant and never needs painting.



Portland Cement Ass'n

5. Solid masonry construction is possible at comparatively low cost through the use of cinder concrete blocks shown here in uncoarsed ashler.

Portland Cement Ass'n

6. Portland cement stucco is ideal for house of Spanish or Mediterranean style. It lends itself to various textures and colors.

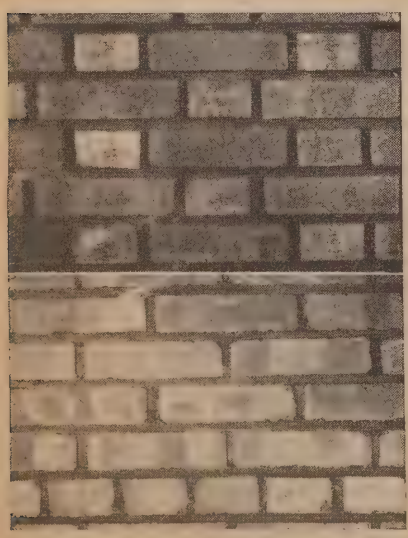
THE photographs on these pages give eloquent testimony to the wide range of sidewall and roofing materials now offered by the American building industry. Mr. and Mrs. Prospective Home Builder today have at their command an unprecedented choice of materials, styles and colors.

Time was, not long ago, when the home builder was restricted in the matter of roof and sidewalls to materials locally available. This accounted for the development of certain architectural styles peculiar to specific localities. For example, there was a wide use of stucco in simulation of adobe in the Southwest and West, of brick in certain areas where clay products were readily accessible and likewise various types of wood construction in districts where lumber was in plentiful supply.

A WIDE CHOICE TODAY

Today the home builder can give full sway to his individual preferences as to materials and colors. He has his choice among the almost innumerable products of the research laboratories of an industry that today is united in a determination to give him more than ever before for his building dollar.

Exteriors



7, 8, 9, 10, and 11.

Brick is a universal material used in all countries in all periods. In addition to strength and durability, brick and tile are material of intrinsic beauty affording a wide variety of warm colors and interesting textures. Four popular "bonds" are (reading from upper left to lower right) the Flemish bond with raked or recessed mortar, common bond with flush mortar, common bond with troweled mortar in contrasting color, English bond with raked joints, in this case showing novelty ribbed face brick.

Brick Photos from Structural Clay Products Institute

You Dress Your Home?

Yet it is not a difficult task to choose wisely among the vast number of new materials, as well as traditional ones, available at reasonable prices for the home that you contemplate building.

Let's take the matter of sidewalls! There are three basic choices. First, you can have a wood frame house, with wood clapboards, shingles or sidings. You may desire a house of solid masonry construction, that is, brick, hollow-type concrete blocks, hollow tile, or stone. The third possibility is a combination of the wood frame house with a veneer—for instance of brick or stucco.

BUY SEASONED LUMBER

Let's take these in order! If you have elected to build a frame house with wood sidewalls you have a choice among various styles of shingles or clapboards. The clapboards will vary from a narrow to a foot wide siding, either plain beveled or in a number of different novelty patterns. These are stock items in any up-to-date retail lumber yard. You should be sure that you are buying thoroughly seasoned lumber and preferably one of the more durable woods.

If you have decided that yours is to be all-masonry construction then your first consideration is the cost and your preference of the exterior appearance of the basic materials, brick, stone, concrete block or hollow tile.

The veneers of brick, stone or stucco are practical and obviously less expensive than all-masonry construction. The veneers like the all-masonry walls may of course be painted with any one of several makes of masonry paint. So, too, a concrete or cinder block surface may be painted, left natural or finished in stucco in white or any one of a number of colors.

Just as important decoratively as your side walls, and much more important from the viewpoint of year-to-year maintenance, is the roof.

It must protect everything under it, not alone the house itself but also all the decorations and furnishings. How often a leaky roof permits damage to interior walls and ceilings far beyond the cost of the proper flashings, for example, that should have been specified when the house was planned.

To aid you in discussing the subject with your builder or architect the four standard types of roofs are described briefly below:

GABLE ROOF—Simple and most popular of all, the gable roof consists of two planes or slopes which meet at what builders call the "ridge." It is adaptable to practically any style of architecture.

GAMBREL ROOF—This is a variation of the gable roof with each side consisting of two slopes, steep at the bottom and gentle toward the ridge. It dates back to Colonial times, when it was designed to create additional headroom upstairs.

HIP ROOF—From the sides and ends of the house four slopes rise to the

Roofs

Certain-teed

1. Asphalt shingles are widely used today because they offer the home owner low first cost, fire resistance, a wide choice of patterns, and, in step with the modern mode, a fascinating selection of colors and color combinations.

Durable Wood Institute

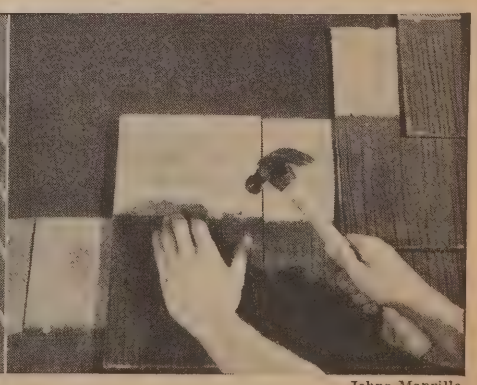
2. Wood shingles, the traditional roof covering for American homes, are available both in the conventional machine manufactured type or at some increase in cost in the hand-split wood shake (pictured here in connection with a rugged type of masonry construction). Wood shingles now come in a wide variety of prestained colors ready to apply. The well known "Certigrade" Red Cedar Shingles, standardized in quality and grade, are now available in all parts of the country.

Rising & Nelson Slate Co.

3. Two other types of roofing materials are available to the home owner who is not restricted in his building budget—slate pictured above, and burned clay tile. Both of these materials are usually associated with the more elaborate homes.

Copper and Brass Research Ass'n.

4. Metal roofing, like the sheet copper roof shown above, with standing seams carefully spaced down the slope of the roof, is today available in light weight (10 oz.), and consequently at prices which have lead to its increasing use on small homes.



Johns-Manville

5. Asbestos cement shingles are usually laid on a foundation of asphalt saturated felt, increasing the waterproofing qualities of the roof. They come in various colors and patterns, making possible many charming effects.

Before it's even finished.

Will Your New Home Bear This Stamp . . .

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Celotex Triple Sealed Asphalt Shingles seal the top of your house against the elements. And 1-inch Celotex Vapor-seal Lath in top-floor ceilings seal it against excess summer heat, winter fuel waste and vapor condensation.
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For little or nothing extra, you can make your home worth more—better to live in—cheaper to heat—by using

CELOTEX SAFETY SEALED CONSTRUCTION

WILL YOUR NEW HOME measure up to today's new standards—*or be obsolete before it's finished?* Modern protection against the elements—against fuel waste—against summer heat and winter chills—are no longer limited to high-priced homes.

Modern methods and modern materials have brought these benefits within reach of every building budget today! With no alteration of plans—*little or no addition to cost*—you can assure them in advance by using Celotex Safety Sealed Construction and *Celotex Guaranteed Insulation.*

Your Celotex dealer will gladly explain how Celotex Safety Sealed Construction *seals* your home against wind, rain, sun rays and burning embers—*seals* it against excess summer heat and winter fuel waste—and *vapor-seals* it for better humidity conditions in winter without harmful condensation in the walls.

He recommends this improved, money-saving construction because he knows you'll build better for less money the Safety Sealed way.

He'll show you too why Celotex Safety Sealed Construction and *Celotex Guaranteed Insulation* add little or nothing to cost—because the materials used are not just extras, *but replace materials you would otherwise have to buy.*

Visit your Celotex dealer today. He'll give you the new Celotex Check Chart that helps you avoid obsolete construction—answer any questions on building—and if you wish, will tell you how to select a good architect, contractor and finance agency. See him at once—or use the coupon.

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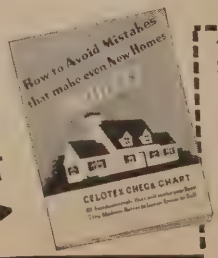

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ridge to make the hip roof, creating a pyramidal effect.

MODERN ROOF—The perfection of modern roofing materials has made possible the flat roof of the so called "modern" house, with its uncompromising rectangular lines and maximum utilization of interior space.

Different styles of architecture naturally demand different types of roofing. The appropriateness of the material, its color, pattern and texture are all points to which you should give consideration. If your budget is not limited you may choose to use one of the more expensive types of slate or burned clay tile.

To aid you in your choice we are giving some of the general characteristics of the basic types of roofing from which you can make your choice.

SHINGLES: There are only three basic types from which to select, wooden shingles, asbestos shingles and asphalt shingles.

WOODEN SHINGLES: A large number of homes have roofs and sidewalls of western red cedar, cypress or redwood shingles. These shingles lend themselves to many variations of artistic design.

Where color is required on a roof, pre-stained western red cedar shingles are recommended, or unstained shingles may be applied to roofs and sidewalls and stained after application. Only the best type of shingle stain will

Certain-teed

6. Besides a wide variety of patterns and sizes, asphalt shingles today offer an almost unlimited variety of color combinations. There are more than 24 colors and color blends now available to the prospective home builder.

give satisfactory results, and only hot-dipped, zinc coated or copper nails should be used in the application of a roof.

WESTERN RED CEDAR HAND RIVED SHAKES: Rough hewn shakes have figured prominently in the development of American architecture from pioneer days, when they were adapted through necessity until today, when they are recognized as one of the most individual of exterior coverings.

These shakes are sawn diagonally and their tapered tips permit their being closely woven into a thick protective house covering. They may be used unstained or in a wide range of colors, also in special shapes designed to meet individual specifications.

ASPHALT ROLL ROOFINGS: Asphalt roofings are sold in the form of rolls that may be applied in strips, in a form resembling shingles or in hexagonal sections. The base is saturated with asphalt and surfaced with mineral granules in a variety of colors.

Note the pictures with this article of asbestos cement shingles and copper sheet metal roofing. Both have the advantage of being fire-resistant and never requiring attention. They are higher in first cost, but enjoy the advantage of little or no maintenance cost and they will last the life of the house.

ASPHALT SHINGLES: They were developed in this country and represent one of the most popular types of roofing for the small home. The first new development in asphalt shingles was the modern strip shingle which had the advantage of saving one-half the time required to apply. Next was developed a wide variation of colors, accomplished by coating the mineral granules on the surface of the shingle. More recently the thick butt asphalt shingle has been introduced, with the advantage of longer life and more interesting shadow lines on the roof.

Asphalt shingles, just as in the case of asbestos and other types, offer the home builder the advantage of selection of methods of laying. The most popular is the American method—consisting of laying square butt shingles side by side, each row overlapping the row below it. In the Dutch Lap the shingles overlap not only the row below but the shingle to the right. There is also the French method involving the use of hexagonal and octagonal shingles.

It is no wonder that the "dress" of the modern inexpensive small home is characterized by the freshness and individuality that previously could be achieved only in the most costly residences.

Carey Edition of BILDCOST HOMES Plan No. 609

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Made of asbestos and cement. Fireproof; durable as stone. No painting; no upkeep.
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Through WINDOWS You Look Upon the WORLD

THE windows in your home can be made to exert a decided influence on its style and character. Their size, shape and location should be carefully studied. Tall, narrow windows give the effect of height; broad, low windows will make your house look wider.

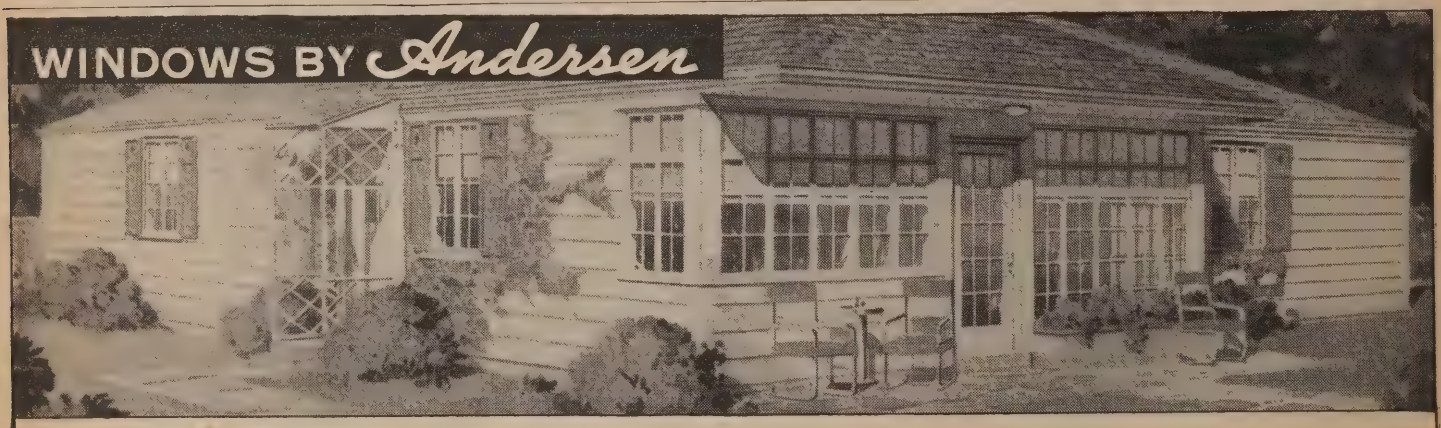
In placing your windows, both exterior and interior appearance, as well as practicality of arrangement, indoors and out, should be carefully studied. It is advisable to group your windows, because single windows are often hard to space nicely.

After arranging your windows to the best all-around advantage, you will do well to insist that they be glazed with window glass of high quality. Its sparkle and brilliance will add liveliness and warmth, create an atmosphere of friendly hospitality.

The selection of the right type of window for your home should depend on its architecture and your personal preference. Casement windows have much to recommend them as they may be opened so that the extending window acts as a deflecting ventilator, as well as giving 100 per cent opening.

Properly fitted windows are important in a new house. Rattling windows are usually due to careless fitting of the window stops (the narrow strips which hold the sash in place). Windows may bind a little, if they are in place while the plastering is being done until the house dries out, or the woodwork has time to adjust itself to atmospheric conditions in the completed house.

Window openings call (according to climatic conditions) for screens for which copper (bronze) or aluminum standard cloth is preferred. Weatherstripping, double-glazing, or storm sash are also desirable in most sections of the country. Today windows are available ready made with all of these features included.



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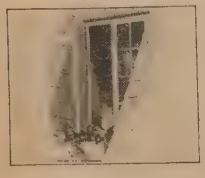
If you are planning to build or remodel, by all means get full information about Andersen Complete Window Units. Precision built and factory fitted, Andersen Window Units add that touch of inviting personality so essential to the comfort and livability of the home of your dreams. Specified by leading architects.



CASEMENT

Andersen Wood Casements swing out, have inside double glazing and inside screen. Are weatherstripped, leakproof, weathertight, can't stick or bind.

NARROLINE

A double hung window with patented Silver Seal Weatherstrip and famous Andersen leakproof frame. Opens easily in any weather. Modern, weathertight, beautiful narrow lines.

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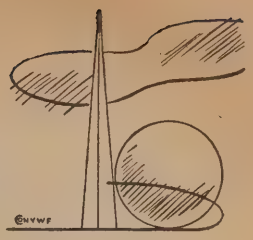
"We're proud of our 'Home of Tomorrow' from the Certain-teed Roof on down!"



A close-up of Wood-Tex Shingles which come in a wide choice of handsome colors and blends. Wood-Tex is one of many Certain-teed Shingles—a complete line to suit the needs and the pocketbook of every home owner.

"Our good luck started at the New York World's Fair. Jim and I enjoyed every minute.

"At the 'Town of Tomorrow', the Number One House was *our* number one choice. We both liked the roof—but for different reasons.

I'm not an engineer . . . but Jim is!

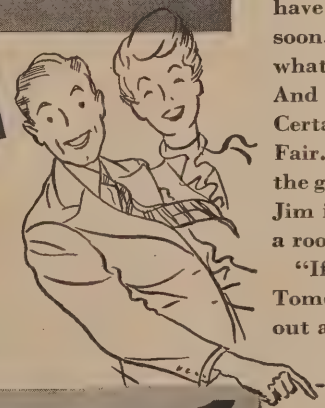
"What appealed to me about those Certain-teed Wood-Tex Shingles was the really stunning effect they made. Their colors were blended so beautifully and the texture added so much.

"Jim praised their fire-resisting properties and the way the graining was built up on the shingle to give it extra weight and extra wind-resistance. I wouldn't know about those things, but Jim does.

There it was . . . the same shingle

"I didn't dream then that we would have our 'Home of Tomorrow' so soon. But when Jim and I learned what it *cost*, we saw no need to wait. And there in the plans was the same Certain-teed shingle we saw at the Fair. I'm glad—because we picked the green blend that was my favorite. Jim is glad because, as he says—it's a roof we'll stay proud of!

"If you're interested in a 'Roof of Tomorrow', we both suggest you fill out and mail in the coupon."



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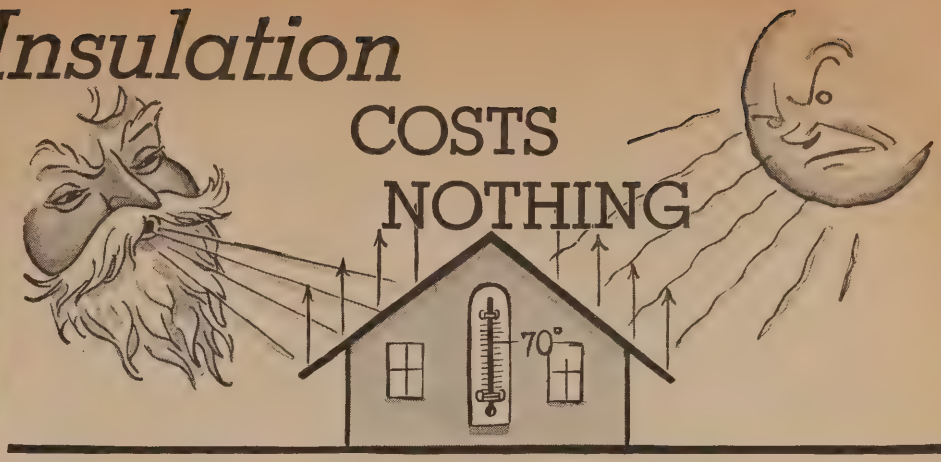
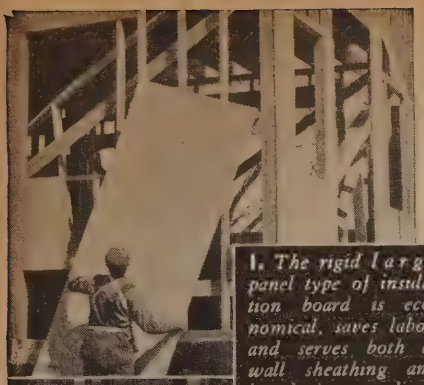
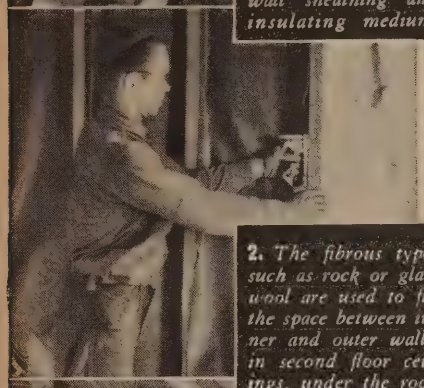
GAS IS YOUR QUICK, CLEAN, ECONOMICAL SERVANT

Insulation COSTS NOTHING

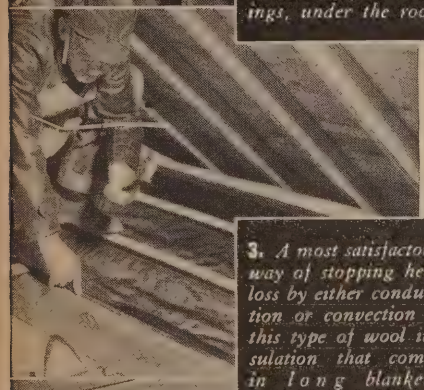




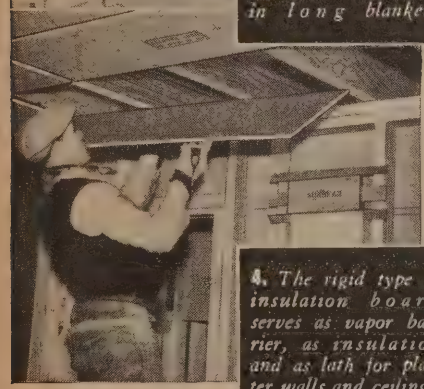
1. *The rigid large panel type of insulation board is economical, saves labor, and serves both as wall sheathing and insulating medium.*



2. *The fibrous types such as rock or glass wool are used to fill the space between inner and outer walls, in second floor ceilings, under the roof.*



3. *A most satisfactory way of stopping heat loss by either conduction or convection is this type of wool insulation that comes in long blankets.*



4. *The rigid type of insulation board serves as vapor barrier, as insulation and as lath for plaster walls and ceilings.*

INSULATION, in all its various forms, is the one element in a building that actually costs nothing! It is more expensive to live in a house that has no insulation than to own an otherwise identical house that is properly insulated.

People often think of house insulation rather narrowly, as meaning the addition of something in the attic or roof to reduce the escape of warmth in winter and to keep out heat in summer. Actually insulation means much more, for it includes storm sash or double glass of some sort in all doors and windows, weatherstripping of these openings to lessen air leakage, awnings for cooler windows in summer and the use of building insulation in all exposed parts of the house, including walls, floors over unheated spaces and an unheated attic or the roof.

In new house construction, where the heating plant can be selected after the insulation methods are decided upon, it is found that enough money can be saved, by using a smaller heating plant, to more than pay for the work that made a smaller plant possible.

And these immediate cash returns are not all! They do not show the greater summer comfort insulation will provide. They do not reflect the actual cash savings which both insulation and awnings will bring to owners who operate summer cooling equipment. They overlook the better health that follows comfort and freedom from drafts and chills.

SAVINGS COVER THE COST

Under the provisions of the National Housing Act all these advantages can be had for existing houses without any actual expense to the owner. A modernization loan under Title I, requires no down payment, and can be paid off in five years or less out of the fuel savings resulting from installing storm windows and insulation.

Any architect or qualified air conditioning or insulation contractor can figure out the actual cost and direct savings of each form of insulation you might use in your house. Then, if you do not want to borrow or cannot make this profitable investment all at once, you can determine what steps to take first.

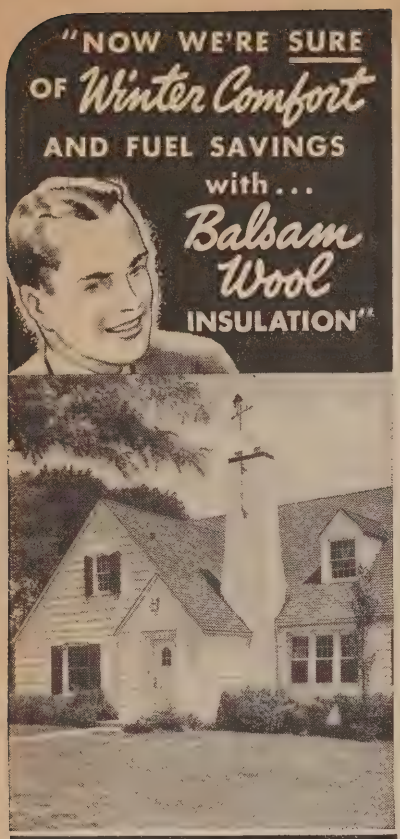
Winter windows, or double glass of any practical form, stop about 50% of the heat loss through glass in winter. They cost surprisingly little, but it is well to specify a good quality clear

Photos courtesy
1. Celotex Corp.
2. Alexander Houses, Inc.
3. Wood Conversion Co.

5. *For houses already built this "blown in" type of rock wool insulation is efficient both in the attic and in sidewalls between the studding.*

Photos courtesy
4. Celotex Corp.
5. Eagle Picher Sales Co.
6. Gimco Rock Wool

6. *Rock wool bats of wall thickness are another recent development of research engineers that bring comfort the year round for the small home owner.*



Balsam-Wool was specified for House No. 1 by the official architects of the Town of Tomorrow and approved by the New York WORLD'S FAIR Board of Design.

Be SURE of comfort and fuel savings next winter—and for all the winters ahead: insulate with Balsam-Wool SEALED Insulation. Then you'll have *efficient* insulation, as long as your house stands—permanent savings and satisfaction. Balsam-Wool is the *one* insulation that meets every requirement—it is fastened in place—protected with the important moisture barrier—wind-proof—fire-resistant—termite- and rot-proofed. Available in three thicknesses to fit every need and pocketbook.

Guaranteed for your present home

In your present home, stop "heat leakage" and insure greater comfort by insulating the attic with Balsam-Wool. The job is amazingly quick and inexpensive — and a Money-back Guarantee assures complete satisfaction. Remember, Balsam-Wool now costs 50% less to apply! Mail the coupon for full information.

Balsam Wool
SEALED INSULATION

Balsam-Wool . . . Products of Weyerhaeuser . . . Nu-Wood

WOOD CONVERSION COMPANY
Room 12-9, First National Bank Bldg.
St. Paul, Minnesota
Gentlemen:
Please send me further information on Balsam-Wool for ☐ New Construction ☐ My present home

Name .....
Address .....
City ..... State .....

glass so that vision will not be impaired. Double glazing (two barriers of glass) also reduces fogging and condensation on windows so effectively that they are practically indispensable in any house that is to have winter air conditioning and healthful humidification.

Weatherstripping, if of good quality, will stop 75 to 90% of the air leakage around windows and doors. Low grade materials are hardly worth bothering with, for the slight difference in cost between the best and the cheapest may mean a wide difference in efficiency.

There are four basically different kinds of insulation from which to choose: rigid fiber boards, flexible blankets, "fill" insulations of mineral wool fibers or porous mineral granules, and reflective metal insulations. All four types are effective, durable and eminently satisfactory when properly used and correctly installed.

All of them produce the desired result of checking heat movement, summer and winter, though they may work by different methods. Each type has its own advantages and limitations; no one type is superior to all others under all circumstances.

CURES FOR CONDENSATION

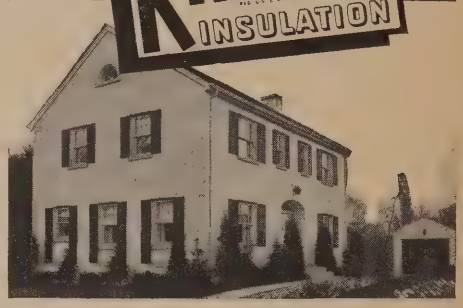
There has been much misinformation in circulation about moisture in insulated walls and roofs. All forms of insulation may contribute to the formation of frost or dampness in the insulated spaces if water vapor is allowed to reach them from the inside, or is not given a free escape to the colder outside air. Recent scientific research has laid this dampness bug-a-boo to rest forever, for it has been established that either of two methods will prevent hidden condensation in new, or cure it in existing buildings.

One method is to use a "vapor-barrier" between the insulation and the warm interior where all the moisture originates. This barrier may be part of the insulation itself or may be a covering of a paper or other material through which vapor will not pass.

The other is to allow the walls or roof to "breathe" to the cold outside air so that any moisture or vapor coming from the warm inside air can continue its natural outward movement.

The story of insulation is not quite complete unless summer conditions are considered. About one-quarter of the heat that enters a house in summer comes in through windows exposed to direct sunlight. Practically all of this heat "gain" can be stopped by awnings or outside shade. The remaining three-quarters of the outside heat comes in through the roof and the side walls.

Take a Tip
FROM
AUTOMOBILE ENGINEERS
Insulate your home with *low-cost*
KIMSUL INSULATION



WALTER N. JONES, 2153 W. 107th Street, Chicago, says of his KIMSUL-insulated home, shown here: "Not only have we enjoyed moderate heating costs . . . but also cool comfort during summer heat."

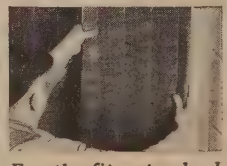
The Magic of Modern Chemistry Produces this Wonder Insulation!

● Engineers use KIMSUL* insulation to insulate crack streamlined trains, automobiles, motor coaches, refrigerators—wherever effective, lasting protection against heat and cold is wanted.

KIMSUL *is as permanent as your home!* You can depend upon KIMSUL to last as long as your house, because KIMSUL is made of the same material as your house. KIMSUL is wood—*but* it's wood transformed by the magic of modern chemistry into soft, flexible blankets—one of the *safest, most efficient* and *lasting* insulations *known to science!* Highly resistant to fire and moisture, KIMSUL fills the need for a worry-free house insulation.

Quickly, Easily Installed

Attached to top plate with lath and nails . . .



Exactly fits standard widths stud spacing . . .

KIMSUL *is nailed at bottom—and cut off—that's all! Strong rows of stitching keep* KIMSUL *permanently in place!*

KIMSUL soon pays its small cost by saving on fuel in your home; Before you decide on *any* insulation, see how much *more* KIMSUL does for the money!

Mail Coupon Today for Complete Information

**Reg. U. S. and Can. Pat. Off.*

KIMBERLY-CLARK CORPORATION (Kimsul Division)
Established 1872 SHB-40
8 South Michigan Ave., Chicago
Send Free book—"Kimsul—Year 'Round Insulation"

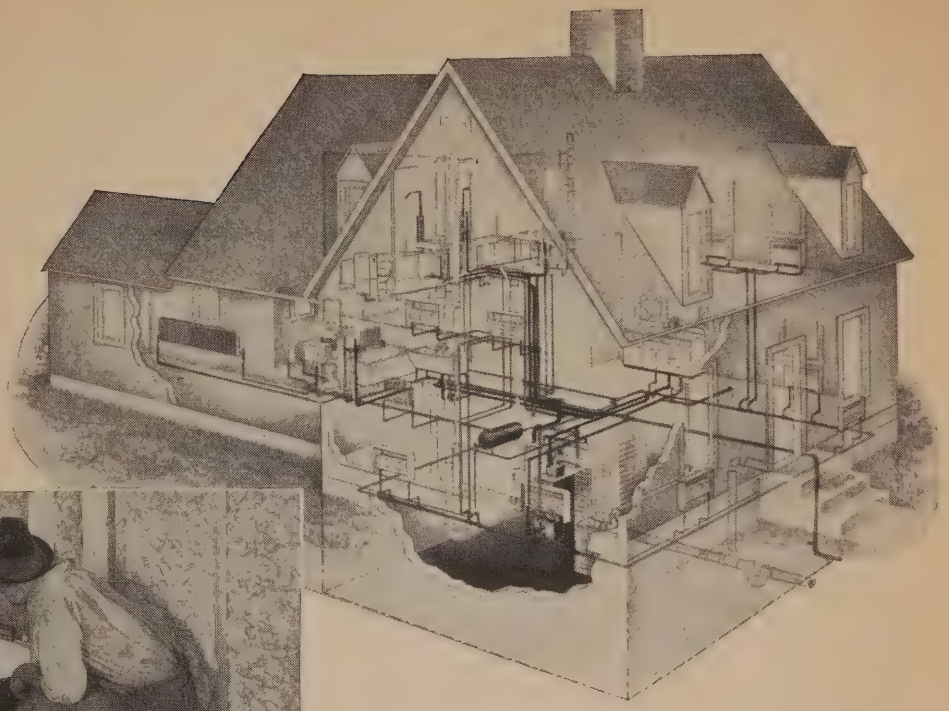
Name .....
Address .....
City ..... State .....

Behind the Scenes with the PLUMBER

THERE is more to the plumbing than just the fixtures. In the walls, under the floors, and in the ceiling of your house will be from 300 to 400 feet of supply and waste piping for your plumbing system and in addition there will be important valves and fittings.

While the plumbing fixtures are more glamorous than the piping, they cannot give satisfactory service unless the supply and waste piping is well designed, adequate, and correctly installed.

The time to plan for the concealed part of your plumbing system is when you are planning the house. You will save money and have a more efficient plumbing system if you will talk things over with a good plumbing contractor before the plans for your house proceed to the blueprint stage.



At top, transparent scale model of house Number Fifteen in the Town of Tomorrow at the New York World's Fair, showing complete plumbing-heating installation, as exhibited in the Crane Co. display at the Fair. In all 15 houses in the Town of Tomorrow careful consideration was given to hidden piping as well as fixtures.

In the view above a bath tub goes into place.

HERE ARE THE ESSENTIALS

Just to show how wise it is to plan your plumbing in advance, here are some of the essential points which should be taken into consideration:

1. Water requirements. These are determined by the number of plumbing fixtures, lawn faucets, garage faucets, and other places where water may be used.

2. This decided, the plumbing contractor will be in a position to advise you on the size of the service line which brings the water from the street to your meter and the diameter of the branch supply lines which lead from the meter to the bathroom, kitchen, utility room, etc.

3. Location of pipe lines. With the modern trend toward use of the basement for recreation purposes, it is desirable to give some thought in advance to the location of piping in the basement.

4. Pressure. If the prevailing water pressure in your locality is high, it will be necessary to use a pressure reducing valve.

5. Equalization of pressure. There should not be too many fixtures on one branch line because this cuts down the volume and pressure. Lawn faucets should not be on the same line with plumbing fixtures. They should be on a separate line direct from the meter.

6. Piping should run as straight as possible. Every bend introduces some frictional resistance. Waste lines should never make sharp bends.

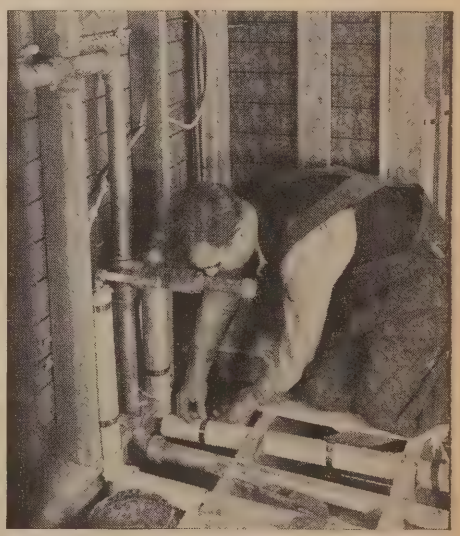
7. Shut-off valves. All branch lines running to groups of fixtures should be equipped with separate shut-off valves for the hot and cold water.

8. And speaking of repairs—repairs to the concealed part of your plumbing system can be made only at considerable expense and inconvenience. When you are planning your house is the time to plan a system that will be as free from repairs as your plumber can make it. Your best assurance of quality is the use of nationally-known plumbing materials.

BEWARE OF ORPHANS

9. Beware of orphans. Your plumbing system should be made up of standard, interchangeable parts such as those made by manufacturers whose names are nationally-known.

10. Safety. Quality and dependability in materials and workmanship is your best assurance against a breakdown of the piping with its attendant possibility of damage to furnishings.



Insulation of hot water pipes prevents heat losses —of cold water pipes prevents condensation.

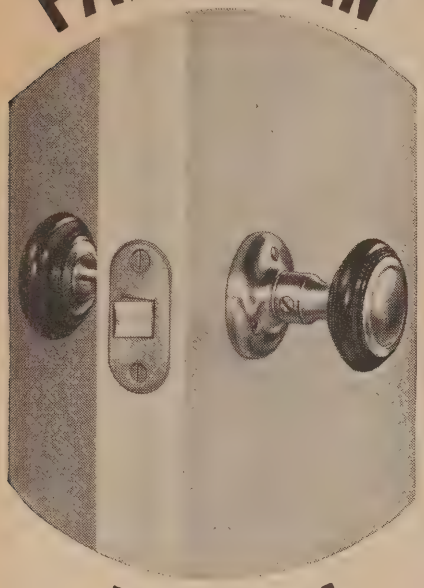
Good workmanship always pays.

There thus are many reasons why you should take the time to discuss the plumbing for your new house with an experienced plumbing contractor.

He will be glad to go over the entire plumbing system with you—with no obligation on your part. Every good plumbing contractor wants you to have a plumbing system that will give you quiet, efficient, trouble-free performance for many years.

LOCKWOOD

PATRICIAN



BOR-IN

HARDWARE

for the

"Home of tomorrow"

THIS beautiful hardware adds its distinctive charm and modern, efficient operation to the No. 1 home in the New York World's Fair's "Town of Tomorrow." Lockwood Patrician knobs are available in colors to harmonize with color schemes in kitchen, bath and bedrooms, and in black or ivory for the living portions of the home.

Combined with the practical, economical Lockwood Bor-in latch, this is truly the hardware for tomorrow's homes — a handsome cost-saver.

Lockwood Patrician Bor-in hardware is included in all genuine specifications for reproduction of the "World's Fair's" No. 1 home, as licensed from the original plans by the National Home Builders Bureau, Inc.

LOCKWOOD

HARDWARE MFG. CO.

Division of

Independent Lock Co., Fitchburg, Mass.

Door Knobs Join the Color Parade

LIKE many of the other features of design and equipment of the Number One House at the New York World's Fair, the hardware selected for this charming, efficient small home is in keeping with its purpose and spirit.

For interior doors advantage has been taken of the most modern developments in hardware to add a touch of harmonious color while maintaining a high standard of functional efficiency at an actual saving in cost. The door knobs, a combination of metal and plastics, are available in ivory or black for general use and in Chinese red, green, orchid, yellow, or delphinium blue for kitchen, bath room, bedroom, or elsewhere where definite color schemes are to be carried out.

Photos from Lockwood Hardware Mfg. Co.

The colored plastic inserts can be easily and inexpensively changed should the color scheme of the room be revised at a later date.

These knobs are used in connection with a new type of latch which contributes a saving in cost of installation that makes it less costly than ordinary locks. The latch itself is tubular in shape and is installed in a single hole bored in the edge of the door. This saves the considerable time consumed in mortising for locks of conventional type.

At the entrance doors the semi-modern architectural design of the exterior definitely called for a departure from the traditional entrance door handle. An attractively designed forged brass door knob was chosen.

The Dutch door, opening on the rear court, having upper and lower halves which at times are operated independently of each other, was equipped with a type of bolt that joins the two halves firmly, or which can be retracted so that the lower half can be closed and the upper half open.

The trend toward beauty in every detail of today's small homes is exemplified by skillful design of modern door hardware.

WALLS— and then WOODWORK

INDOORS the first decision to be made relates to the materials to be used on walls and ceilings. Shall it be plaster, one of the many new types of wall board, some special sound absorbent product (particularly for ceilings), plywood, or some form of plank or wood paneling?

This choice, in turn, is governed by the surface decoration desired: paint, wall paper, wall fabrics, wall linoleum, textured plaster or natural or stained wood. To a large extent these decisions influence the remaining choice of flooring and trim.

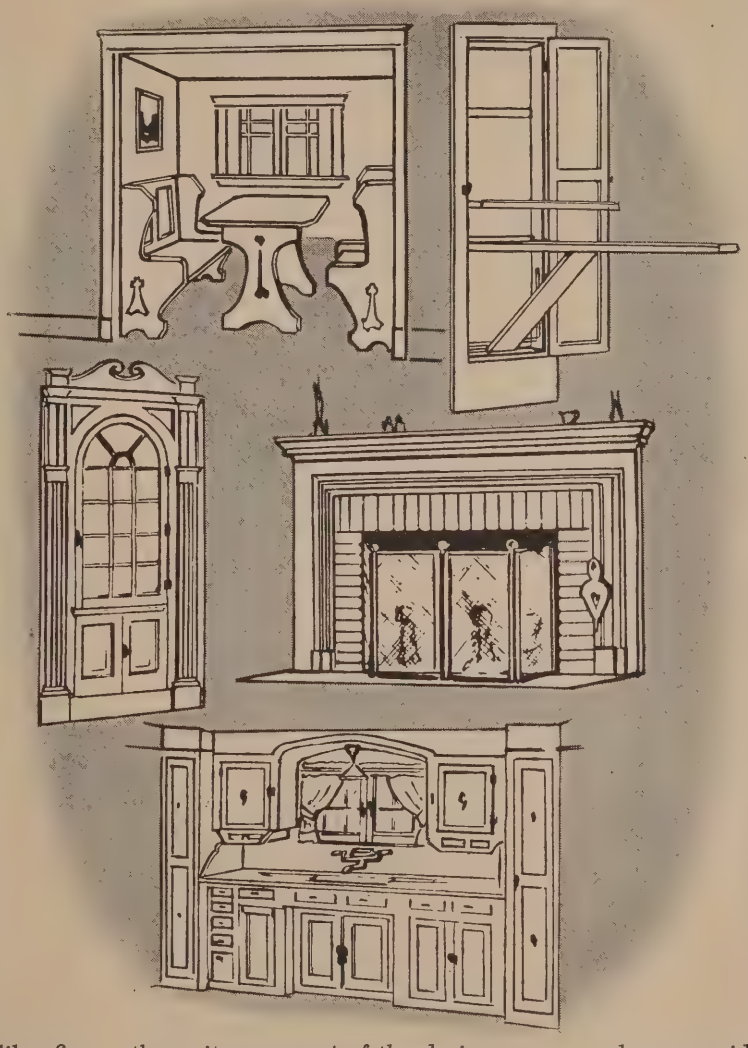
The unique advantage of plaster, which is not possessed by other finishing materials, lies in its ability to provide a smooth straight wall or ceiling over an irregular base. All other finishes, which are applied in sheets of uniform thickness, must have a true foundation of evenly aligned studs or joists, as they will reveal on the surface any irregularities beneath.

Plaster has little strength in itself; it depends upon a rigid structure and a firm, secure base. It is usually the preferred material if walls are to be papered or painted, especially if the structural walls are not perfectly true. Similar effects can be obtained with modern plaster boards applied with special reinforcing tapes that conceal the joints and leave a smooth surface.

Wall boards are available in almost endless variety. They are made of asbestos-cement for hard tile-like or marble-like finishes, of fibrous insulating materials for softer and often interestingly textured effects, and of gypsum in tile markings or plain surfaces. The latter are often used as a base for interesting textured surfaces produced with plastic paints.

In the same category falls plywood, which may be used either for natural wood finishes or as a base for paint. Plywoods veneered with rare decorative woods give an appearance of richness far greater than their cost would indicate.

All of these materials have one advantage in common; they eliminate the dampness brought into the structure by fresh plaster and save the long drying period which plaster demands. Most of them, however, require a decorative handling which uses the joints between the units as a part of the design.



And now for the "trim!" Good woodwork, like all good furniture, combines beauty, utility and serviceability. The time has not long passed when only the owners of the finest residences could afford such woodwork. In more recent years the quality and beauty in woodwork which results from careful selection of materials, authentic designs, precision workmanship and skillful construction are available at reasonable cost for every home whether it be in the $2,000 or $200,000 class.

Woodwork is an all-inclusive term embracing windows, frames, doors, mouldings, cabinets, mantels, stairs and many other articles of wood which are installed in a home for its beautification and for the comfort of the occupants.

Wood windows and frames are accepted as the standard of quality upon their centuries old record of service, yet the improvements made within the last few years offer today's home builder greater durability, easier operation, absolute weather-tightness and economy of installation such as were not available at any price 15 years ago. Home builders in every part of the country can obtain from their lumber dealers wood windows and frames which are chemically treated for immunity to fungus attack, so that durability is assured even under the most severe conditions of service.

The National Door Manufacturers Association, with the aid of the country's leading authorities on millwork preservation has established minimum standards which represent the highest quality of preservation available in commercial practice today. Products which are preservative treated in accordance with these minimum standards are identified by the official Seal of Approval of that Association.

Windows so treated are obtainable in sizes ready to slip into the frame without further fitting, or may be purchased completely installed in the frame with high quality weatherstripping and balances or weights fitted and adjusted so that the entire unit is ready for easy installation in the wall. Such windows provide true economy because of the low upkeep necessary and the substantial savings in fuel which they make possible.

Doors can make or break the beauty of a home. Selection of an appropriate, pleasing design of entrance door for the particular architectural type of the home, whether traditional or modern, can be easily made from the wide variety of styles which the retail lumber dealer offers. For the Colonial home, panel type doors are most appropriate. These are available with or without glass openings and in a variety of ar-

"NOW WE HAVE TRUE COLOR HARMONY AND *Quiet* with . . . *Nu-Wood* INTERIOR FINISH"

Nu-Wood was specified for House No. 1 by the official architects of the Town of Tomorrow and approved by the New York WORLD'S FAIR Board of Design.

Here's a wonderful wall and ceiling that gives you beautiful, permanent decoration — restful, soothing, quiet — plus added insulation efficiency! Nu-Wood, with its rich texture, interesting patterns and soft, harmonious colors, creates rooms you'll be proud to show your friends. It fits in with any scheme of decoration—hides drab walls and ceilings. Used with the new predecorated Kolor-Trim molding, Nu-Wood provides distinctive interiors at low cost—no paint—no muss or bother.

Amazingly inexpensive for new or old rooms!

Nu-Wood is the inexpensive way to add fresh interest to old rooms—and to build new ones, too. With Nu-Wood, you can have that recreation room in attic or basement . . . create a lovely sun-room, den or nursery in unused space . . . at amazingly low cost! Let us show you what Nu-Wood will do in *your* home—mail the coupon!

NU·WOOD
THE *INSULATING* INTERIOR FINISH

Nu-Wood . . . Products of Weyerhaeuser . . . Balsam Wool

WOOD CONVERSION COMPANY
Room 12-9, First National Bank Bldg.
St. Paul, Minnesota

Gentlemen:
Please send me further information and full color illustration on Nu-Wood for ☐ New Construction ☐ Remodeling.

Name .....
Address .....
City ..... State .....

rangements of panels. Modern effects are obtainable by the use of flush or slab doors which may be grooved or plain and may be had with or without glass openings.

Interior doors are equally important and their selection should receive as much care as the choice of furniture. Doors which readily receive and hold enamel finishes, while they may be a few cents higher in first cost, will prove to be economical in the long run. The sanding and preparatory work necessary for each repainting is costly and bothersome, so good finishes should be used in the original paint job.

Who has not observed the remarkable transformation which takes place during the "trimming out" of a house? The installation of window and door trim, base mouldings and perhaps a ceiling mould, stair balustrade, kitchen cabinets, and possibly a mantel and a china cabinet immediately converts a rough, unfriendly house into an inviting hospitable home.

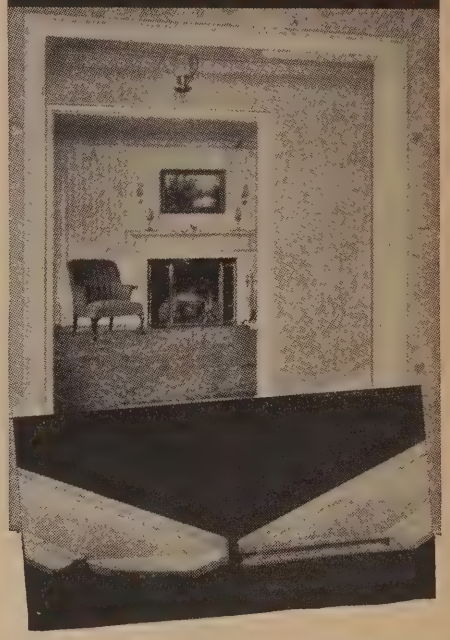
PRE-ASSEMBLED CABINET WORK

It is therefore apparent that too much stress cannot be laid upon the importance of careful selection and proper installation of the woodwork. As is true of windows and doors, most retail lumber dealers can provide at low cost correctly designed stock mouldings, stairs, mantels, kitchen cabinets, china cabinets, linen cabinets, telephone cabinets, ironing board cabinets, and many other articles indispensable to living comfort.

Selection of the woodwork should be made before the plans for the house are completed, or at least before construction is actually started. If the carpenter is supplied in advance with the exact sizes of all cabinets which are to be built into the wall, the necessary openings can usually be prepared without added cost. Furthermore, door openings, window openings, and built-in cabinets can then be so arranged as to preserve pleasing proportions and proper balance in all of the rooms. Your retail lumber dealer can supply all of the necessary "opening sizes" for all items of stock woodwork which you select.

Good woodwork requires no more care than good furniture. The importance of its appearance, however, to the general appearance of the home bespeaks reasonable care. Woodwork should not be applied to freshly plastered walls until they have had an opportunity to become reasonably dry. It should be painted or stained and varnished immediately after installation. These precautions involve no additional expense and will be repaid many times over in the satisfaction derived from a lifetime of service.

HAVE BEAUTIFUL INTERIORS . . . *Use pre-cut, pre-shrunk* TRIMPAK



For your new home, *insist* upon interior trim that lends charm to your home . . . trim that won't shrink and cause ugly cracks! Today . . . there's a modern, *packaged* trim that insures permanent beauty. It's TRIMPAK!

Only the *cream of the log* goes into TRIMPAK! Pre-cut to approximate length—it's seasoned in steam dry-kilns—*pre-shrunk!* TRIMPAK comes to the job clean and bright—free from defects—ready to put up—easy to put up—saving time and labor. It takes paint or varnish perfectly, *stays* beautiful. Your choice of 16 different woods. For full facts, ask your retail lumber dealer, write the licensee nearest you, or direct to Trimpak Corp., 44 Whitehall Street, New York, N. Y.

TRIMPAK LICENSEES

Bradley Lumber Co., Warren, Ark.
Caddo River Lumber Co., Kansas City, Mo.
Cummer Cypress Co., Lacoochee, Fla.
Dierks Lumber & Coal Co., Kansas City, Mo.
Florida Louisiana Red Cypress Co., Jacksonville, Fla.
Fordyce-Crossett Sales Co., Chicago, Ill.
Frost Lumber Industries, Inc., Shreveport, La.
Long-Bell Lumber Sales Corp., Kansas City, Mo.
Putnam Lumber Co., Shamrock, Fla.
St. Croix Manufacturing Co., Bayport, Minn.
Southern Lumber Co., Warren, Ark.
Spokane Pine Products Co., Spokane, Wash.
The Sun Lumber Co., Weston, W.Va.
White Pine Sash Co., Spokane, Wash.
Wilson Cypress Co., Palatka, Fla.

TRIMPAK
the ULTIMATE In TRIM

Heart of the Home— the *FIRE PLACE*

AN open fireplace adds to the charm and friendliness of any home. The dancing flames and crackling embers act as a magnet to draw young and old into the hearth's comforting glow.

Like all other departments of home construction, the building of a fireplace has been greatly improved. No longer need your face parch as your back shivers—nor does annoying smoke prevent full enjoyment of the open fire.

One important improvement in the *modern* fireplace is a prefabricated metal lining around which the masonry is built. Like a warm air furnace, it draws air from floor level into a heating chamber surrounding the fireplace. Here the air is heated, and sent out to circulate evenly and healthfully to every corner of the room and even adjoining rooms.

This extra heat, previously wasted, for the most part up the chimney, can cut heating costs by saving furnace operation during cool spells of spring and fall weather. In southern homes, or summer camps and cabins, it is often the only heating equipment required.

USE ANY MANTEL DESIGN

Use of this type of metal fireplace unit greatly simplifies construction. Several makes now include the firebox, damper, smoke dome and down draft shelf, all correctly designed and proportioned. It is easy for a competent mason quickly to build up the masonry. Yet there is no limit to mantel design—you can have any style fireplace you choose.

Especially interesting is the fact that these present-day fireplaces cost little more than the old-fashioned kind, due to the saving in materials and labor otherwise required. And even this is soon offset by the economy in heating costs. Little wonder that the open fireplace is again becoming one of the important features in the home today.

Photos by Heatilator Co.

At top: The fireplace in the living room of Demonstration Home Number One is of the modern type described. Three other designs are also shown.

. . . warms even adjoining rooms

Build a Heatilator Fireplace that actually warms the air in the room . . . that actually circulates warmed air to far corners, even to adjoining rooms. Proved in thousands of homes and camps all over America.

Selected Exclusively for the World's Fair No. 1 Demonstration Home

Let us tell you how this new way to use fireplace heat will give extra comfort, reduce heating costs in your home, camp, or basement game room. Write—state if building a new or rebuilding an old fireplace.

WILL NOT SMOKE

The Heatilator provides a correct metal form for the masonry . . . assures perfect operation . . . puts no limit on mantel design. Firebox, damper, smoke dome and downdraft shelf are built-in parts. Saves materials, saves labor.

HEATILATOR COMPANY
785 E. Brighton Ave. Syracuse, N. Y.

HEATILATOR Fireplace

What's New in FLOORS?

ADVANCES in hardwood flooring include factory-finished strip flooring that largely eliminates scraping and finishing on the job; parquetry flooring in square blocks that is decorative, durable and moderate in cost; and parquetry or plank floors made of plywood that permits one to have a surface of rare or costly wood without the expense of solid boards.

Sloane-Blabon Corp.

Above is one of the unusual decorative designs now possible with linoleum flooring.

The newest trend in linoleum flooring is the introduction of specially designed borders and "inset" or inlaid decorative designs to suit the shape and character of the room. Long favored for kitchens and baths, linoleum has now captured halls, living rooms and even bedrooms in a growing number of homes.

Asphalt tile remains the one flooring that may be used on concrete floors in contact with the ground, as in basements and enclosed sun terraces. On a higher cost level rubber tile offers durable resilient surfaces in a wide variety of colors and designs.

Cork tile is a flooring that compares favorably with the best hardwoods in cost, durability and adaptability. It has the further advantages of being non-skid and non-resonant.

With the former no rugs are needed because the floor pattern is highly decorative; with the latter, big rugs or small scatter-rugs can be used. Recently a permanent finish has been perfected that needs no servicing such as waxing or polishing.

In your plans for year-to-year maintenance of your house, bear in mind that floors are one item that richly reward frequent inspection and proper care.

Featured!

—in World's Fair Houses #1 & #3

HIGH DENSITY CORK FLOORING

See it in World's Fair houses numbers 1 and 3, then write us, your flooring dealer or lumber yard for particulars. Resilient, quiet, non-skid, washable, no open joints, no squeaks, easy maintenance. Notice how the rugs stay put and don't slide.

Cork flooring comes in three basic shades with many variations, so that it can be laid in attractive and intricate designs or in narrow strips, like wood.

Dept. W. F. 100

CORK INSULATION CO., Inc. 155 EAST 44th STREET NEW YORK, N. Y.

There's Lots to Learn About PAINT

Eagle Picher Sales Co.

EVERY house needs paint, inside and out, not only when it is built but periodically throughout the years to come. So it is important to know what makes a good painting job.

Good painting is always the product of three things: (1) a paint of the right composition for the particular job at hand; (2) good painting conditions at the time the work is done; and (3) good workmanship.

The average home owner cannot hope to qualify as an expert in paint because to do so he would have to study a subject of immense technical complexity. So his best recourse is to entrust his entire job to a contracting painter of known skill and good local reputation.

BUY GOOD PAINT

But if you like to delve into such a subject to some extent, it is well to begin with a knowledge of the labor costs. Painting labor is usually two to three times the cost of the materials. It takes a painter just as long to put on a poor quality paint as to apply the very best materials. Therefore, it is false economy to attempt to save costs by buying cheap paints.

When buying exterior paints for outside woodwork, siding, trim, etc., the choice lies between the so-called pure single pigment paints and mixed paints. White lead in oil is the only quality pure pigment paint employed in residential work, for white lead is the only material that combines within itself the desired qualities of durability, resistance to weathering, good covering power and slow chalking which makes the whole surface easy to repaint.

READ THE LABELS

The better quality mixed paints can be identified by the other elements marked on the label. Zinc compounds are frequently used with white lead to give greater hardness. Titanium compounds will be found on many labels, in combination with lead and usually zinc because titanium is extremely white and has great hiding power. The cheaper exterior mixed paints use these pigments in relatively small quantities and make up the difference with chalks, sands or barium compounds.

Paint is a temperamental material and will not behave well unless it is applied when conditions are just right. Dampness is the great destroyer of good paint, especially dampness on the surface to which it is applied.

Manufacturers always provide carefully worded instructions for the use of their products and failure to follow these instructions places the blame squarely upon the user. A good painter will take great precaution with the preparation of the surface and will wait until the weather is good (if it is outside work) or there has been ample time for drying out plaster in the case of interior work before he will waste labor and materials under conditions that are bound to cause difficulties.

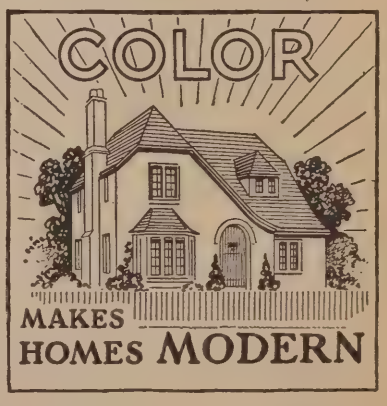
DUST OFF THE CHALK

Exterior paints should be renewed every three to five years, even with good quality materials. The best outside paint wears gradually to a chalky surface that can easily be dusted off leaving the remaining coating firmly adhered to the material underneath. A new coat should be applied before this chalking wears down to the wood.

Buy high quality paints from reputable manufacturers; have them applied by an experienced and reliable painter; and repaint before the original coating has worn through to the underlying surface.

There's Always Long Life Ahead for Benjamin Moore & Co.'s Paints Because of the Many Years of Experience Behind Them

Your Benjamin Moore & Co. Paint Dealer and your Painting and Decorating Contractor can help you make your home more attractive—more economically. They have a fund of knowledge for the achieving of beautiful—and practical—effects. Benjamin Moore & Co. Paint Dealers know paint—and their experience is yours for the asking. Protection, Beauty and Economy go hand in hand when you specify and use Benjamin Moore & Co.'s Paint Products for both Exterior or Interior use.



Benjamin Moore & Co.
Paints, Varnishes and Muresco
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Use Moore Paint

Will Your WIRING be Adequate?

HAVE you considered to what a great extent the use of electricity in modern homes contributes to your comfort and removes drudgery from most of the household tasks. Today it cleans our floors and furniture, cooks and preserves our food, regulates our heating plant, does our laundry. It provides us with hot water, extracts our orange juice, runs our radio, shaves our faces, runs our clocks and floods our homes with light.

To provide for an electrical system that will do all of this and also be *adequate* for future household tasks at the time of building the home will in the end save much expense.

With the constant introduction of new appliances the difficulties of expanding old electrical installations to meet increasing needs becomes a serious problem. It often becomes necessary to make expensive changes to accommodate circuits for electric ranges, laundry equipment and additional outlets to permit the convenient use of additional lighting and appliances such as vacuum cleaners, radios, etc.

Today's homes, when being built, must be prepared for tomorrow. Insulation of board and rock wool are put into the walls of homes to effect economies in heating thereby making it almost impossible to add additional outlets after the home is built. Tomorrow's electrical system must accommodate not only today's electrical servants, but many other appliances that we don't even dream of today.

Even though it is not planned to install immediately an electric range, water heater, air conditioning equipment, laundry equipment, etc., provision should be included in the electrical entrance equipment to insure the amount of electricity eventually needed. Thus future electrical needs will be safeguarded and the resale value of the home will be enhanced.

The electrical entrance with its branches plays a very important part because it not only makes the use of electrical appliances possible, but is the safety valve to the electrical system as well as the protector of the home.

With the knowledge gained from past experience in meeting the needs of expansion it is possible to lay out an electrical system free from future limitations. If this is done at the time of building the home it entails very little extra expense.

Thus the home wiring system should have sufficient capacity to handle future increases of current to meet the demands of more electrical appliances or illumination. This means, (1) a service entrance of sufficient capacity for such a wiring system; (2) an adequate number of branch circuits of large enough wire to deliver full power to every outlet; (3) an adequate number of outlets for lamps and appliances; and (4) enough switches properly placed for convenient control.

CHECK THESE ITEMS, TOO

There should be two types of circuits in every home—those for lights and those for appliances.

Provide heavy-duty circuits and outlets for the electric range, electric water heater, large-size room heater, air-conditioning equipment, etc.

Have all the wiring done by a licensed electrician in accordance with the National Electrical Code and local ordinances governing wiring installations.

Provide wiring for doorbells, buzzers, and radio (antennae and ground wires).

Square D Co.

All of the electricity used in your home must past thru the main electrical service inlet cable. Frequently main inlet equipment of too small capacity is installed, preventing the use of many electrical appliances unless an expensive change in entrance equipment is made. Equipment with ample capacity for future needs can be installed originally at very small additional cost.

WHAT ABOUT THE OTHER ENTRANCE TO YOUR HOME?

At your other entrance—the electrical entrance—through which all current enters your home—have your contractor install the

SQUARE D MULTI-BREAKER

This modern circuit breaker device requires no fuses. Restoring the current after short circuits or overloads is as simple and safe as operating a wall switch.

SQUARE D COMPANY
DETROIT, MICHIGAN

Write for Folder CA-542X

EQUIPMENT

TODAY'S home builder has a right to a scientifically-designed structure fitted throughout with mechanical labor-saving devices built to give long years of service. The finest of heating plants, bathrooms, kitchen equipment, clothes washers, and water heaters are integral parts of America's modern small home.

In choosing your equipment from the many first-rate pieces of apparatus now on the market, balance initial cost against operating expense, comfort and convenience.

Appreciable savings in the cost of operating and maintaining essential services come with the realization that the first essential in good equipment is quality. While attractive appearance can usually be had without much additional first cost, the wise purchase is the one with the highest degree of essential ruggedness and efficiency.

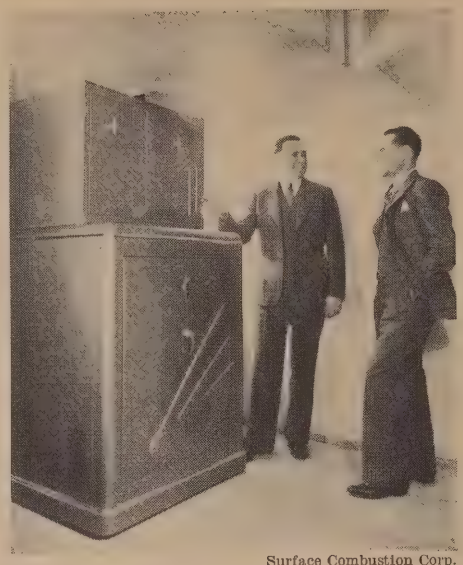
But before any purchases are made it is advisable to list thoughtfully all of the items of equipment needed. This list will make possible an intelligent, balanced buying program.

Here's Long Life and Low Cost to Your HEATING SYSTEM

WHAT kind of heating for the new house? Every home builder must answer this question sooner or later. It is better to answer it sooner. It saves trouble, time, and money.

But how to find the answer? Where to get impartial advice? Why not seek it from the heating expert—the man who has made a life's study of heating—the man who is familiar with the performance, the durability, and the cost of operation of various kinds of heating equipment? In other words, the heating contractor. He will gladly offer suggestions based on his many years of experience.

What's the first thing you have a right to expect of a heating plant? There are really two factors, both equally important—dependability and economy. Much grief has been caused by heating plants that failed to measure up to keeping the house warm in cold weather, and heating plants that cost too much to operate.



Surface Combustion Corp.

Compact, handsome, completely automatic—that's the new gas fired warm air furnace.

AUTOMATIC HEATING

Automatic heating, of course, is the most important development in recent years. Everybody who builds a house would like to have automatic heating. Not everybody, unfortunately, can afford heating that is entirely automatic. Perhaps you can afford only semi-automatic heating. Or perhaps you can't afford automatic heating now, but hope to have it later. In any event, the thing to do is to talk the entire situation over with a heating contractor. If you cannot afford to go all the way in the direction of automatic heating he will see to it that you get as much as possible.

Trouble-free operation of the heating plant—that's what automatic heating gives you. But there are other advantages, too. One is the elimination of peaks and valleys in your temperature readings during the day.

That involves accurate control of the heating medium. Some kinds of heating plants are much more responsive to automatic controls than others. It all depends on the kind of heating plant. All of this is just another way of saying: If you want automatic heating, be sure you are going to get it.

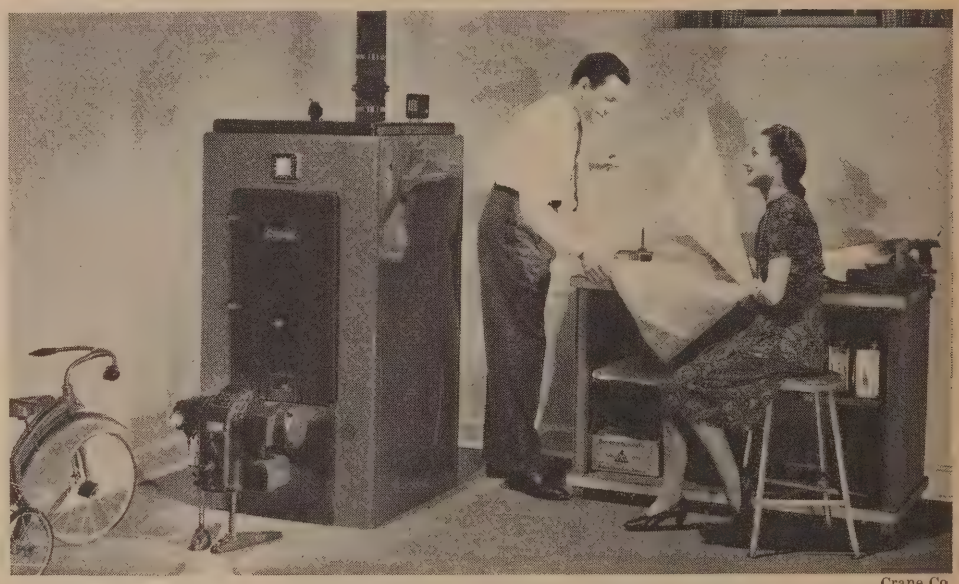
Remarkable improvements have been made in residential stokers in recent years. More than 85 per cent of the stokers sold last year were of the type suitable for use in the individual residence.

The newest home heating stokers are completely automatic in operation even to the point of conveying the coal automatically from the bin to the fire. Mechanisms which operate on the principle of the human lung accurately control the volume of air supplied to the fuel bed.

Special fuels require special controls. The more automatic your heating plant, the more you must depend on thermostats, aquastats, automatic boiler level controls, and other such devices which protect your heating plant and your house from the danger of overheating or improper combustion.

If your fuel is oil, you need a stack switch to protect your boiler or furnace. Ever notice your electric lights suddenly go dim? That's due to a reduction in line voltage. Although it may last but for a few seconds, the drop in voltage may be long enough to interfere with the ignition system. Meanwhile oil is being sprayed into the combustion chamber of your boiler. A stack switch will say "hold on" to the oil burner the instant voltage drops to the danger mark—the instant anything happens to interfere with the operation of the burner, whether due to a voltage drop, clogged spray nozzle, water in the fuel or empty oil tank.

Suppose you have a stoker-fired boiler. In mild weather your thermostat may not call for heat for several hours. Meanwhile the fire may have burned itself out. A stoker timer will keep it going during such intervals. It's an electric clock switch which periodically jolts the fire out of its lethargy by setting the stoker mechanism into action without prompting from the thermostat.



Crane Co.

This oil fired boiler, compact and handsome, leaves plenty of room for work and play space in the basement.

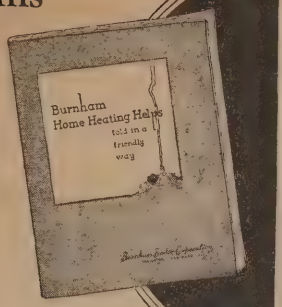
A low water cut-off is a very important accessory for a steam boiler that is automatically fired. By cutting off the fuel supply, this unit protects the boiler against the danger of cracked sections due to a dangerously low water level.

This is an age of speed. We demand fast acceleration from our heating plants as well as our automobiles.

Once a gravity warm air heating plant was fast enough. But not today. It was found that a fan would greatly speed up the distribution of heat in the ducts.

Similarly hot water heating plants at one time were all of the gravity type. Some years ago it was discovered that an electric pump would speed up the

Your
Heating Problems
Their Happy Solution



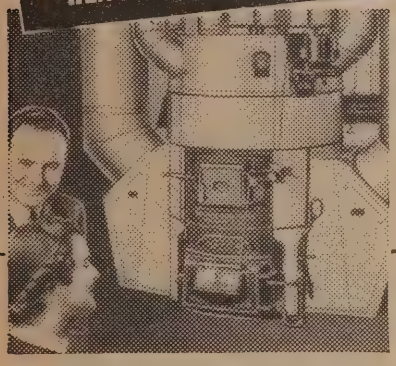
THIS book about heating in general helps you in a friend-to-friend way. It's not in the least technical. Still it does tell you just the things you want to know. Tells them quite as one friend to another.

Things about radiators. Oil heat. Gas heat. Hot water and steam. How to have hot water for bath and kitchen at least cost. There are several pages of Questions-and-Answers. In short, this book tells how to make sure of having the Cozy Comfort Heat you want.

Send for the book. It's free.

Burnham Boiler
CORPORATION
IRVINGTON, N. Y. ZANESVILLE, OHIO

WHY NOT HAVE GUARANTEED PERFECT HEAT IN EVERY ROOM?



A HOLLAND FURNACE
Is Real Comfort Insurance

Not only is a Holland Furnace the finest money can buy, but every installation is scientifically planned by our own trained engineer. Heating requirements of each room are individually analyzed so that all rooms must be uniformly heated. Nevertheless, pipe for pipe, casting for casting and size for size, a Holland heating plant costs less than any other. For further details, call Holland factory branch listed in your phone book or write for *FREE BOOKLET*

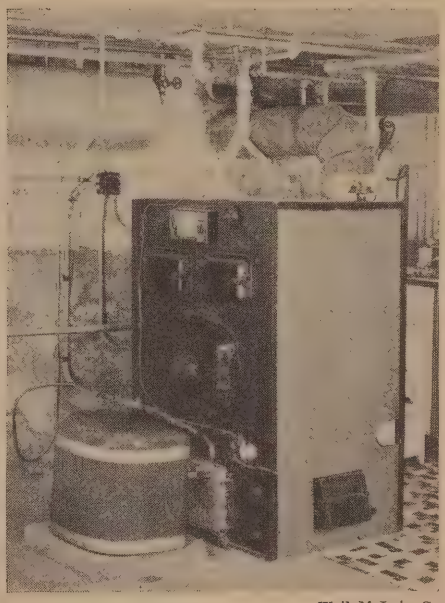
HOLLAND FURNACE COMPANY
HOLLAND, MICHIGAN
World's Largest Installers of Home Heating and Air Conditioning Systems

circulation of the water so fast that there would be an interval of less than a minute from the time the water left the boiler to the time it reached the most remote radiator in the house.

In the same way the operation of a one-pipe steam heating plant has been speeded up by improved air valves which hold an almost perfect vacuum in the radiators and pipe lines. The result is that steam literally flashes from the boiler to the radiators. The bugaboo of the old-fashioned steam heating plant was the air in the radiators. Today, thanks to the new air valves, there is no air in the radiators.

In an earlier paragraph attention was called to the desirability of draftless rooms. The place to prevent a draft is at its source—commonly around a window. That's why the heating unit, whatever it may be, should be placed as near to the window as possible.

One of the advantages of steam and



Weil-McLain Co.

Small in size but big in efficiency is this oil fired boiler especially designed for heating the house of moderate size.

hot water heating is that the heating unit, namely the radiator or convector, can be placed under the window where it meets the cold at its source. By preventing the spread of a chilly zone around the windows, a radiator adds to the usable space in a room. Furthermore, the heat output of a radiator is greater in air at a lower temperature. This makes for fuel economy.

The word radiator implies another advantage. The sun is a huge radiator. Every radiator is a little sun. Sun-like heat is healthful heat. The heat rays from a radiator travel straight out and warm all objects which they strike, including the walls. That's another reason why radiant heat is draftless heat. It does not require rapid air movement for rapid delivery.

THE SUN IS A HUGE "RADIATOR"
Modern Radiators Are Small "Suns"

RADIANT SUNLIKE *Comfort* FOR EVERY ROOM

Before you decide on *any* heating system for your new home, think of the comfort you require on cold, wintry days . . . of the economy you demand for years to come. Weil-McLain Raydiant Radiators provide *comfort* heating . . . supply *both* radiant heat and convected heat. Placed under windows—in the wall and out of the way—they meet cold where cold comes in. Their heat-radiating front sends radiant, sunlike warmth into lower parts of room — assures warmer floors. Get the facts about the extra comfort that Weil-McLain Raydiant Radiators provide.

Weil-McLain "Concealed" Raydiant.

COMFORT AND BEAUTY UPSTAIRS

WEIL-McLAIN
Radiant Comfort
HEATING

THE ANSWER TO THE *Small Home* HEATING PROBLEM

ECONOMY AND EFFICIENCY DOWNSTAIRS

No. 67 All-fuel Boiler for Automatic or Hand Firing.

The new Weil-McLain No. 67 Boiler is an All-fuel boiler designed for hand firing with coal or coke or automatic firing with oil, gas, or stoker—made especially for efficient, low-cost heating of the modern small home—embodies the time-tested principles which have won for Weil-McLain Boilers an enviable reputation for efficiency and operating economy. Get full particulars about its fuel-saving features. Check its many conveniences. Consider, too, the protective advantages of No. 67's All-fuel design. Consult your Heating Contractor or send for *free* booklet which describes Weil-McLain Boilers and Radiators . . . and tells in simple, understandable language *why* you should have Weil-McLain Radiant Comfort Heating.

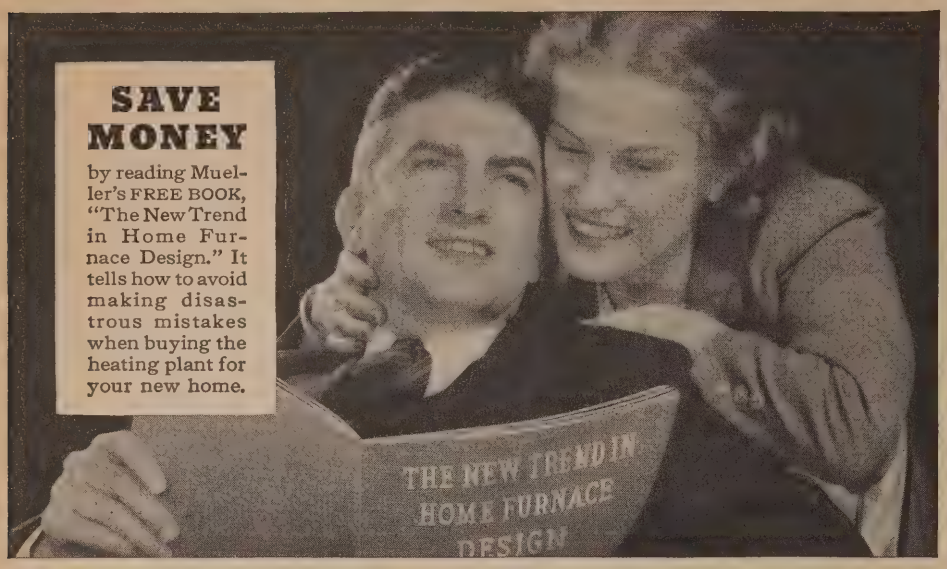
Weil-McLain Company
641 W. Lake St., Chicago, Ill. — 501 5th Ave., New York City
Factories: Erie, Pa., Michigan City, Ind.
Wholesale distributors in over 75 cities

MAIL THIS COUPON—TODAY!
WEIL-McLAIN CO.
641 W. Lake St., Chicago, or 501 5th Ave., New York City

Gentlemen: Please send free descriptive literature on Weil-McLain Radiant Comfort Heating.

Name .....
Address .....
City ..... *State* .....

What's New in Furnaces?


SAVE MONEY
by reading Mueller's FREE BOOK, "The New Trend in Home Furnace Design." It tells how to avoid making disastrous mistakes when buying the heating plant for your new home.
THE NEW TREND IN HOME FURNACE DESIGN

In Your New Home you want the furnace that will best fit the needs of your local conditions and climate. You should see Mueller before selecting your furnace because Mueller manufactures equipment for all types of fuel—GAS, OIL and COAL. Mueller is your most logical source of information.

GAS Mueller Climatrol, Air Conditioning Gas Furnace, brings fully automatic heat and winter air conditioning in one compact unit. Climatrol Jr., Mueller's winter air conditioning gas furnace has been selected as the heating plant for the New York World's Fair No. 1 small home. Mueller also offers Flor-Aire (floor furnace) for small homes, and Gas Era Boilers (steam and hot water) for residential use.

OIL Mueller's streamlined Series "O" complete air conditioning oil furnace sets new standards of efficiency. Mueller also manufactures the Series "60" oil-fired air conditioning furnace. It cleans, filters, humidifies and circulates the air within the home.

Mueller's Pressure Atomizing burner ends fuel waste—turns every tiny drop of oil into useful heat. An exclusive Mueller feature.

COAL Furnaces have been streamlined and modernized. Mueller's new coal furnace for stoker firing is self-cleaning, eliminates fly-ash accumulation. Also simplifies removal of clinkers. Mueller manufactures a complete line of cast iron and steel furnaces for stoker and hand firing. Mail coupon now for complete data.

See the Mueller exhibit in the Gas Industries Building at the New York World's Fair.

MUELLER (M) MILWAUKEE
HEATING AND AIR CONDITIONING
COAL • OIL • GAS

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L. J. MUELLER FURNACE CO.
2015 West Oklahoma Avenue, Milwaukee, Wisconsin
Please send me "THE NEW TREND IN HOME FURNACE DESIGN"; also literature describing—
☐ Gas Furnaces ☐ Coal Furnaces ☐ Oil Furnaces
☐ Heat Levelizer ☐ Gas Boilers

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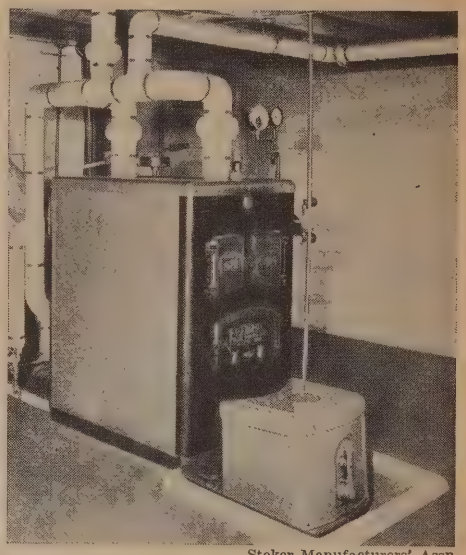
Address_____
City_____ State_____

There are two kinds of air conditioning, winter and summer. Heating is the most important part of winter air conditioning. Cooling is the important part of summer air conditioning.

If you have read this article so far you know how to get a good heating plant—and that's 80 per cent of your winter air conditioning. You can have the other elements—humidification, air cleaning, or ventilation—immediately or you can add these later.

One of the advantages of warm air heating is that the modern furnace is readily adaptable to air conditioning. Thus the gas fired furnace mentioned in the Utility Room story on pages 61 and 62 is equipped with a filter that catches dust and dirt as the cool return air is fed into the unit, and also with a fan of generous size.



Stoker Manufacturers' Assn.

Coal is fed directly from bin in rear to boiler firepot in this stoker fired boiler.

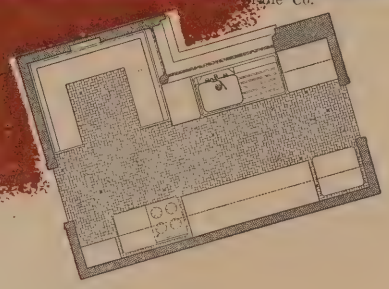
In the summer time filter and fan combine to create a movement of clean air through the house and many installations of this kind go a step farther by introducing a water spray or cooling coils to add further summer comfort. This use of the duct system for hot weather cooling is naturally most popular where cool water is available in ample quantities at reasonable cost.

Also if you want to cool your house in the summer, have your heating contractor install a good make of attic fan. An attic fan is the cheapest and most practical way for a man of moderate means to cool his house. An attic fan of adequate capacity will replace all the heated air in the house, including the attic, with cool night air, and will effect a complete air change as often as once a minute, if this rate is desired.

Unit room cooler should be considered, too. The modern units cost only a few cents per day to operate—and they dehumidify and filter the air as well as cool it.

"You'll find them all in the KITCHEN"

Co.



KITCHEN planning—efficiency, expressed in compact arrangement of bright glistening appliances and colorful accessories—has produced in the modern small home a room that is enjoyed by every member of the family.

Children appreciate the charm of a cheerful well-planned kitchen. During daylight hours smaller members of the family find things to do here under mother's watchful eye, particularly if there is a breakfast nook and one cabinet at floor level is made available for their toys. Here in the evening the 'teen age boy and girl find ample lighting and convenient work surfaces for their "home work."

More and more women are sewing in their kitchens. An electric outlet is available for the sewing machine, and tidying up afterwards is so much easier in a room with a smooth, hard surfaced floor. The fold-away ironing board has its place in the modern kitchen too, and here again an abundance of work surfaces helps ease the strain of this once-a-week job.

The kitchen also has entertainment value. In the evening guests gravitate to this sparkling center of family living. From refrigerator and range come the ingredients of the midnight snack, and added zest comes from eating the refreshments on the spot.

A common sense study of the kitchen and its problems shows that this room embodies three areas of activity: 1. receiving and storing food; 2. cleaning and dish washing; 3. cooking and serving food.

For each of these three areas there is a "work center" so arranged that the work progresses quickly and with a minimum of effort. The relative arrangement of the three work centers is to a large extent dictated by the floor plan of the room and the placing of the doors and windows; but the general principal in all well planned arrangements is the same.

Close to the service door where deliveries are made is the storage area. Next comes the sink and counter area. The cooking range and another counter or table come next, and logically are situated close to the dining room door.

When kitchen planners refer to the "U" type, the "L" type or the straight line type they are merely indicating the general relationship of the three basic work centers.

The first or storage center includes a refrigerator, storage space for supplies not requiring cold storage and a nearby counter on which food may be prepared as it is taken from storage. The second area, for cleaning and dish washing, locates the sink between convenient

...Rid Your Home of Cooking Odors and Greasy Fumes

With an Ilg Electric Ventilator installed in your kitchen window, every trace of cookery is quickly whisked away. All through the house, the atmosphere is clear and inviting. The Ilgette portable model, pictured here, can be easily installed and removed . . . does not interfere with curtains or opening and closing of window. Operating cost is only a few cents a day. See your electrical goods dealer or utility company, or mail coupon for booklet!

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2808 N. CRAWFORD AVE., CHICAGO
Offices in 43 Principal Cities

ILG

VENTILATION
and Air Conditioning

Without obligation, send illustrated Ilg Electric Kitchen Ventilator Booklet.

Name _____

Full Address _____

counters with cabinets above holding necessary supplies.

Progressing from the storage and cleaning centers we come to the cooking and serving center placed next to the dining room door so that food may be carried in with no waste motion.

The various work counters which link refrigerator to sink and sink to range should be about the same height as the top of range and sink. Beneath each counter is a cabinet standing on the floor to hold, in racks or drawers, the appropriate tools.

BUY WISELY

For the man or woman who is planning to build a small home on a limited budget the point to be remembered is that all the efficiency and practically all the beauty obtainable in the most expensive installations is theirs, if they will buy carefully and plan wisely.

The basic appliances, refrigerator, sink and range, are available at surprisingly low cost if the buyer is prepared to forego a few "deluxe" features. The important considerations are efficient design and sound, sturdy construction.

Cabinets and counters are available in unpainted wood in many department stores and lumber yards, and with a little ingenuity and a little paint can be made to look as smart as porcelain finished appliances.

Remarkable advances have been made in the finish, design and layout of steel cabinets. They are now finished with a fine quality synthetic enamel that has been baked on under high temperatures. This finish is easy to clean, will not discolor, chip or scratch. Door and drawer fronts are insulated to deaden the sound of opening and closing. To add to the quietness of operation, rubber bumpers are placed at all points where metal meets metal, excepting where it is welded together. The shelves are especially constructed to give extra rigidity.

Whitehead Metal Products Co.

This partial view of the kitchen in Demonstration Home Number One shows a glimpse of the dining alcove adjoining.

CABINETS OF STEEL

The convenience of the design of the new steel cabinets is apparent in the arrangement of the well-equipped drawers and storage spaces in both base and wall cabinets. There is a cutlery tray for keeping cutlery at the fingertips; a tin-lined bread box, a removable bread board, ventilated vegetable drawers, towel racks, sifter bin and dish warmer. Cabinets can be supplied with a garbage pail attached to a door, and little step shelves which form a condiment rack.

Planned for the articles that go into them, both wall and base cabinets are standard units that fit the space requirements of any kitchen. Base cabinets are placed under sink and lino-

SAVE IN SILENCE IN YOUR SMALL HOME!

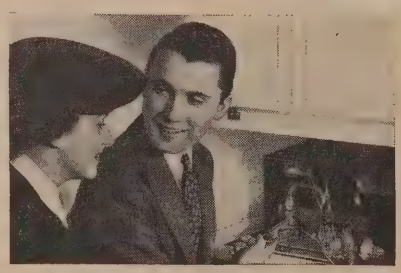
Only Servel freezes without noise, with no moving parts

WHEN you choose your refrigerator, here's something to remember: There's only *one* "automatic" that is never noisy . . . only *one* that can bring you the lasting savings of a freezing system without a single, moving, wearing part.

It's the Servel Electrolux *Gas* Refrigerator!

Owners find this different, silent refrigerator actually pays for itself with the money it saves—on operating cost, on upkeep, on food and ice bills. Keeps on saving money, year in and year out!

See Servel Electrolux at your gas company or neighborhood dealer's showrooms. Or write direct to: Servel, Inc., Evansville, Ind.



A TINY GAS FLAME DOES THE WORK!

As a result, you get—

- **Permanent Silence**
- **No Moving Parts to Wear**
- **Continued Low Running Cost**
- **More Years of Savings**

Plus . . .

- **Gas Company Service**
- **Fullest Food Protection**
- **Plenty of Ice Cubes**
- **Modern Beauty and Convenience**

SERVEL
ELECTROLUX
Gas Refrigerator

For Suburban and Rural Homes— models run on Bottled Gas, Tank Gas or Kerosene.

BUILDING IN THE COUNTRY?

Enjoy City Gas Convenience in the Kitchen

Even though you're building beyond the city gas mains, you need not go without city cooking convenience in your kitchen. Just be sure your architect specifies "Pyrofax" Gas Service!

"Pyrofax" gas is *real* gas... not a liquid fuel. You cook, heat water and make ice just as though your appliances were connected with the city gas mains! Burns with a clean blue flame—free of soot and smelly fumes.

"Pyrofax" gas regulating equipment is delivered and installed at your home for only $9.75. Costs little to operate... about 3 cents cooks a whole meal for the average size family! Supply is *guaranteed* in writing by Carbide and Carbon Chemicals Corporation which for 19 years has rendered unfailing service to thousands of enthusiastic "Pyrofax" gas users. You're always certain of gas when you want it! Write for free booklet.

AUTOMATIC

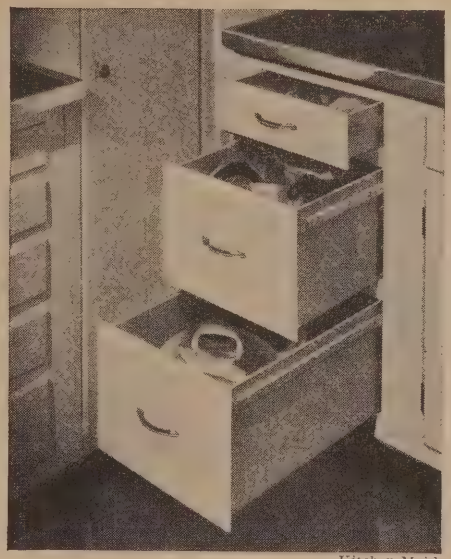
Two cylinders (guaranteed to contain 100 lbs. of "Pyrofax" gas each) are delivered to your home—one for use—one for reserve. Automatic changeover device (optional at slight extra cost), turns on supply from reserve cylinder as soon as cylinder in use becomes empty.

"PYROFAX"
TRADE-MARK

DEPENDABLE GAS SERVICE
COOKS • HEATS WATER • MAKES ICE
in Homes Beyond the Gas Mains
Carbide and Carbon Chemicals Corporation
30 East 42nd Street, New York, N. Y.

leum-topped counters and the door and drawer space easily contains all kitchen accessories, from large pots and pans to table linens. Long vertical cabinets are especially constructed for the mop, brooms, and such articles; and the wall cabinets, available with either glass or steel fronts, are placed above the three main units of the kitchen.

And now a last word to those who may be planning to build in the country far from city utility services. For them the last word in modernity, in



Kitchen Maid

A drawer to fit every need is the objective of the modern kitchen planner.

Kitchen Maid

This vegetable bin is located beneath the sink in the work center of the kitchen.

kitchen range, refrigerator and water heater, is available, too. Bottled gas is the solution.

Many distributors of bottled gas have recently put into effect lower rates for increased usage, enabling many rural families to use gas not alone in the kitchen but for laundry drying, room heating, chicken brooders, incubators and milk can sterilizers.

KITCHENAID*

Selected for No. 1 MODEL SMALL HOME, N. Y. World's Fair

KitchenAid is the only household mixer that beats, whips, mixes by the famous Hobart PLANETARY ACTION (which duplicates the movement of our PLANET about the Sun; around the beater goes in one direction, while turning on its own axis in the OPPOSITE). Finer results! Greater convenience! Complete help! It operates Meat Chopper, Vegetable Slicer-Shredder and other highly serviceable Attachments . . . directly, simply, easily, *without any extra "power adapter." Extra* years of *better* service make KitchenAid truly the ECONOMICAL buy! Get all the facts before you buy ANY food mixer.

KITCHENAID COFFEE MILL* FOR THE HOME

Grind coffee as you make it—enjoy full flavor and aroma. Mill grinds just right for your method—simply flip the switch. More convenient. Modern. You save money on coffee. At Appliance Dealers' $9.75

* **HOBART FOOD SERVICE MACHINES**

KitchenAid Appliances are made by HOBART: Leading manufacturer of Electric Food Service Machines for Food Stores, Bakeries, Commercial and Institutional Kitchens. Experienced Salesmen write Salesmanager.

The Hobart Mfg. Co. 700 Penn, Troy, Ohio
Please send complete information on
☐ KitchenAid Mixer ☐ Coffee Mill
☐ Ship one Coffee Mill ($9.75 enclosed)

Name.....

Address.....

City.....

Mrs. Homemaker this is YOUR ROOM

Plan Your Kitchen Thoughtfully,
Select its Contents Carefully;
It Will Pay You Well.

By
Harold L. Martin, Manager
The Modern Kitchen Bureau

Dividends in TIME

Do you plan your day's work? Of course! Otherwise, minutes wasted would amount to hours before the day is done. Yet how much more important it is to plan savings which can be made *every* day throughout the year. A truly modern kitchen, because it's *expertly planned,* and because it uses *electricity,* saves endless time, steps and labor all the rest of your life. It's as efficient as a modern industrial plant.

Kitchen planning places the electrical equipment (range, refrigerator, water heater and dishwasher-sink), in a sequence similar to a factory assembly line. Each of the processes required in the preparation of the meal moves smoothly along from one point in the kitchen to the next, without waste time or lost motion.

Instant hot water, available at the turn of a faucet, is one of the greatest of time savers in the modern kitchen. The electric water heater pays special dividends of its own, in bathroom as well as kitchen, of course—in safety, dependability, convenience, coolness, healthfulness and style. Electrically heated water pays you in real money-value savings because its efficient principle assures its economical operation year after year.

Dividends in ECONOMY

Efficiency in the kitchen comes through modern, automatic electrical equipment, designed to do specific tasks with precision and economy. And, when electricity does *all* the work, you benefit by the "step-down" rates. Having an all-electric kitchen, then, actually saves money. Besides, electric rates have been going steadily down.

This isn't all. The electric refrigerator, for example, is an economy in any home. It reduces waste by providing safe storage for perishables. Once you own an electric refrigerator, you can buy food in quantities at quantity prices, and cut down the amount of money needed for the food budget.

You will discover that the electric range costs only "half what you think" to operate, and is fast in operation. You'll find big savings in the electric dishwasher-sink because it doesn't break dishes the way hand-washing does. Once you place them in the dishwasher-sink they remain stationary, and are not pushed about as in the old-fashioned dishpan, so that chipping and breaking are greatly lessened.

Dividends in CLEANLINESS

Electricity is clean. It cannot cause dirt or grime. Electric cooking, electric refrigeration, electric water heating and electric dishwashing are all performed by means of the same power that you use to light your home.

Neither the electric range nor water heater depends on open flame for heat. Thus the age-old problem of smoke and soot in the home disappears once you install them.

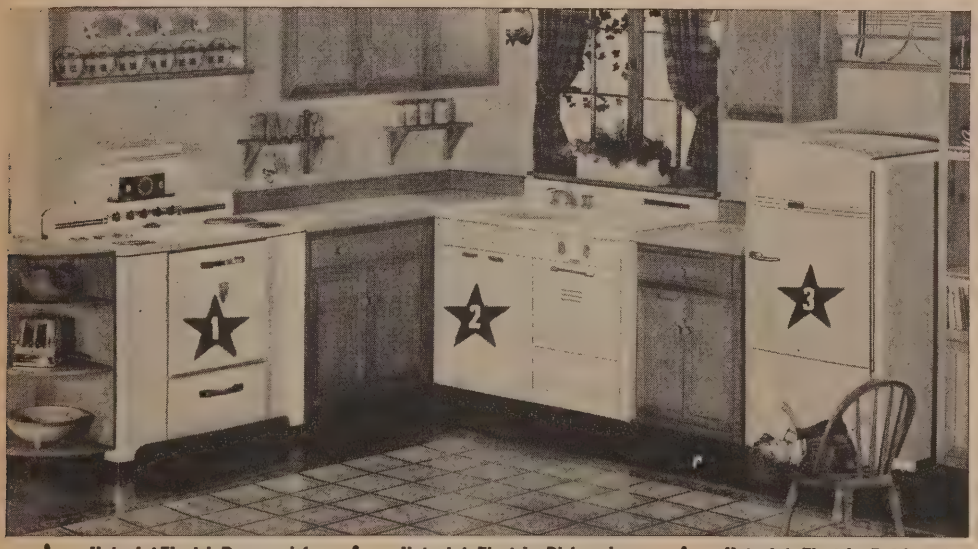
Modern electrical appliances for the kitchen are made with cleanliness in mind. They have gleaming enamel surfaces free from dirt-catching seams or crevices.

The electric dishwasher-sink—using water far hotter than you can keep your hands in—does make dishes and glassware, silver, pots, pans and kettles, scrupulously clean, and does a far more sanitary job than is possible when you must wash them in dirty, luke-warm suds and dry them with soiled towels.

Dividends in COMFORT

In old-fashioned kitchens, the refrigerator, sink and range are often *miles* apart. In such kitchens you actually walk hundreds of miles a year just getting from one of these appliances to another. A modern, planned all-electric kitchen saves steps because it is so well organized. It lets you work in comfort because it's arranged in a correct, straight-line "work sequence."

Why shouldn't your kitchen be as attractive and comfortable as any other room in your home? When you consider the amount of time you spend there, don't you deserve a comfortable place to work? Then have your kitchen completely equipped with modern electrical servants—each in its proper place, ready to deliver its best service to make life happier, easier, for you.



1 **Hotpoint Electric Range** with Calrod cooking unit cuts operating costs. Clean too. No flame or soot.

2 **Hotpoint Electric Dishwasher-Sink** washes and dries dishes automatically, disposes garbage completely, quickly.

3 **Hotpoint Electric Refrigerator** with vacuum sealed Thrift-master—by every yardstick a great refrigerator buy.

Hotpoint Washers—complete line of sizes. Famous Thrift-ivator triple-zone washing action gets all the dirt without harm to fabrics.

Hotpoint Electric Water Heaters give safely automatic hot water service—are economical to own and operate. Silent, flameless, odorless.

Hotpoint Ironers master the toughest ironing jobs while you sit down and guide the machine.

ELECTRIC RANGES • ELECTRIC REFRIGERATORS • ELECTRIC WATER HEATERS • DISHWASHER-SINKS • WASHERS AND IRONERS

NOW YOU CAN AFFORD A HOTPOINT ELECTRIC KITCHEN . . .

Now you can have a complete All-Electric Kitchen on the Hotpoint Friendly Finance Plan for as little as $3.85 weekly! Now your carefully calculated Small Home budget can easily provide you with the new cleanliness, new convenience, and new comfort of a Hotpoint All-Electric Kitchen. Amazing money-saving features of Hotpoint Appliances keep the cost of operation down to about half of what you think. Homemakers today demand clean, safe electricity in their kitchens where they spend most of their time.

There is a *free book* for you and a *free book* for your builder, showing kitchens especially planned for low-cost homes. Send your name and tell your builder to send his. Use the coupon below. Remember, an *electric* kitchen in your new home will assure its being modern for years to come.

AS LITTLE AS $3.85 A WEEK BRINGS YOU A HOTPOINT ELECTRIC KITCHEN

Hotpoint
ALL-ELECTRIC KITCHEN

EDISON GENERAL ELECTRIC APPLIANCE CO., INC.
5860 West Taylor Street, Chicago, Illinois

Please rush me my free booklet on electric kitchens for small homes. I am an ☐ owner ☐ builder (check which)

Name _____

Address _____

City _____ *State* _____

Never before a Price like this

. . . MONEL SINK AND CABINET COMBINATION AT LOWEST PRICE IN MONEL HISTORY

THE UNACRAT*

$89.90 F.O.B. FACTORY

Complete with Faucet and Crumb Cup Strainer

*Trade-Mark

A BARGAIN IN BEAUTY! Today the advancing popularity of Monel kitchen equipment makes possible a "give-away price" of only $89.90 for this beautiful and durable sink and cabinet unit.

And look what you get! A one-piece double drainboard sink of solid silvery Monel — five feet long! No dirt collecting seams or cracks anywhere. The three-and-one-half-inch backsplash is an integral part of the sink and cabinet top. Note that there are two Monel working surfaces, one on either side of the sink. That's a real convenience.

Now examine the cabinet made of the finest quality enameled steel. On the right, three drawers where you can stow away all sorts of supplies and kitchen utensils. On the left are two roomy storage compartments. Think of all the steps this arrangement will save you — every day.

Don't forget that in your Monel sink you have the last word in modern efficiency. It's easy to clean. You'll also find that Monel is proof against almost everything you can think of. It's rust proof, chip proof, crack proof, accident proof! Hard service actually improves Monel's mellow lustre. The longer you use it the better it looks. For sale by leading plumbers everywhere. If your plumber cannot supply you, write for full information to:

THE INTERNATIONAL NICKEL COMPANY, INC., 67 Wall St., New York, N. Y.

Monel inherits from Nickel its finest qualities: strength, beauty and ability to withstand rust and corrosion. When you specify metals, remember that the addition of Nickel brings toughness, strength, beauty and extra years of service to steels, irons, non-ferrous alloys.

2/3 NICKEL + 1/3 COPPER = *Monel*

the UTILITY ROOM, too, gives you more *Leisure Hours*

THE same kind of planning which has made the modern kitchen a joy to the eye and a boon to busy housewives is now showing its hand in the household utility room.

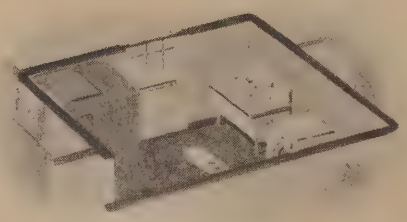
In many homes this utility room shares the basement space with a recreation or rumpus room. In other modern small homes, as in our Demonstration Home Number One at the New York World's Fair, there is no cellar and the utility room is on the ground floor.

Whatever the location, the fact is that the compactness and cleanliness of modern automatic house heating units have made it possible to group, close to the heating plant, other centers of household activity such as home workshop equipment for the men of the family and complete laundry equipment for the women.

The home laundry today is planned functionally, to save steps and make washing easy. Just as the modern kitchen has been engineered for best doing the work of preparing food, so laundry equipment should be placed to allow clothes to move in a direct line from the time they enter until they leave. A logical arrangement is sorting, washing (with provision for boiling and wringing), drying, sprinkling and ironing.

THE HOME LAUNDRY

In these days of mechanical devices that take the hard work out of washing, there are wonderfully efficient laundry tubs, excellent electric washers and wringers, economical gas heaters, drying cabinets and mangles, and the familiar electric iron to speed and make pleasant the task of keeping the family supplied with spotless linen.

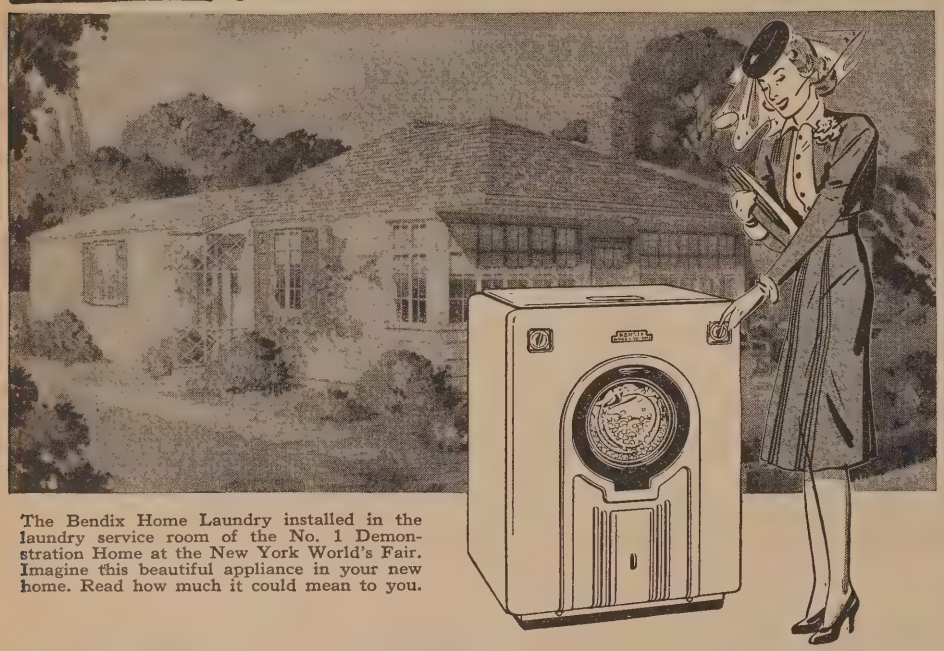


Above: A cut-away view of the Utility Room in Home Number One. At top: A photo of one wall. Pipes are exposed and hot water tank is "cut away" in keeping with the Town of Tomorrow "hidden products" motif.

BENDIX
HOME LAUNDRY

Chosen for New York World's Fair No. 1 Demonstration Home

© N. Y. W. F.



The Bendix Home Laundry installed in the laundry service room of the No. 1 Demonstration Home at the New York World's Fair. Imagine this beautiful appliance in your new home. Read how much it could mean to you.

WASHES . . . RINSES . . . DAMP-DRIES
AUTOMATICALLY
The Successor to the Washing Machine

WHEN the architects designed the ideal small home for the New York World's Fair small home demonstration, they chose the Bendix Home Laundry. It was the natural choice, since the Bendix Home Laundry, the successor to the washing machine, is the modern home method of washing clothes. Just a flip of the switch and Bendix does the wash . . . without attention from you.

No wonder tens of thousands of smart women already own a Bendix Home Laundry. It washes clothes, gives them three separate fresh water rinses, and spins them damp-dry . . . *automatically*. Your hands don't even touch water.

And besides saving time and work and protecting family health, the Bendix actually pays for itself . . . by using less soap and bluing and no more hot water and electricity than washing machines, by far less wear on clothes, and by direct cash savings where a laundress is employed or clothes sent out.

Bendix also saves space and equipment costs in new homes, since no set tubs are needed with a Bendix Home Laundry. And the Bendix is so smart looking it can be installed anywhere.

By all means, see the Bendix in this No. 1 Demonstration Home when you visit the Fair. Visit your local Bendix dealer today for a demonstration, or arrange for a free trial in your home. The Bendix Home Laundry is easy to own with a modest down payment (often less than the trade-in value of your old washer) and convenient payment terms.

BENDIX HOME APPLIANCES, INC.
South Bend, Indiana

"The Bendix Home Laundry does all the work—so easily! It's marvelous! It washes my clothes so clean and fresh. And I love the way it spins clothes damp-dry! It saves so much wear and tear. I'm certainly glad I bought a Bendix!"

© BENDIX HOME APPLIANCES, INC.

And automatic equipment of this kind will save outside laundry bills for washing blankets and similar large pieces that cannot be handled by manually-operated apparatus.

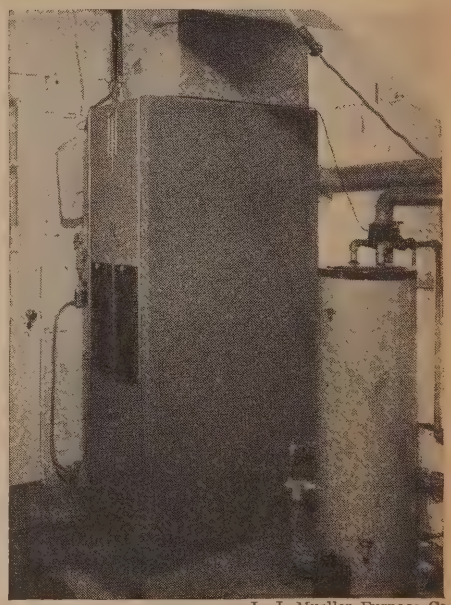
Referring again to our Demonstration Home at the New York World's Fair, the utility room here contains not alone the heating equipment and a complete power home laundry, but in addition is so designed that at a moment's notice it can be turned into a photographer's dark room.

The glass panes in the top of the split Dutch door can be covered with a zipper curtain, shutting out all light; and there is a two-way electric switch, one turn of which operates a photographer's red or amber light.

THE HEATING PLANT

Gas was the fuel chosen for the automatic heating plant in Demonstration Home Number One. The cleanliness and small size of the gas fired unit were factors influencing the choice as was the important consideration that no fuel storage space is required.

Many small home builders today elect a warm air system. In the basementless house the warm air furnace, centrally located in the utility room,



L. J. Mueller Furnace Co.

Small space in one corner of this utility room is all that is required for the automatic gas fired furnace.

introduces the heated air into the other rooms at ceiling level. The cold air displaced flows through underground ducts, often nowadays of sewer tile, back to the furnace.

Chock full of time and labor saving equipment, the modern utility room is generous to the housewife in its daily gift of precious leisure hours. It typifies the new goal in home and appliance design—more than ever before for your money.

Envy of the World— the American BATHROOM

THANKS to the development of new materials you can have a smart, colorful, and distinctive bathroom at very moderate cost.

Before you place your contract with a builder, be sure to visit the showrooms of the well-known manufacturers to see the many new fixtures now available for the house in the moderate price range.

If you haven't visited a plumbing showroom recently, you will be surprised to see how far even a slender budget will reach today to give you a bathroom that is right up-to-the-minute in style and convenience.

PLANNING IS EASY

It's easy to plan the bathroom. Despite the fact that you have a wider choice of materials today than ever before, bathroom planning isn't a complicated matter. In fact, bathroom planning can be a lot of fun if you will assemble your information and do your thinking in logical order around these four main points:

1. Location and size of bathroom;
2. Choice of fixtures;
3. Arrangement of fixtures, that is, layout for the room;
4. Wall and floor materials.

First, about the location of the bathroom. You will want to keep in mind the fact that there are economical and unecomonical locations for bathrooms. That's another reason why it is well to plan your plumbing carefully even before the plans for your house reach the blueprint stage.

Talk things over with a reliable plumbing contractor. Tell him what you have in mind, he can advise you if a slight shift in the location might result in a substantial saving in piping costs.

SAVE $50 TO $75

For instance, if you can bring your bathroom reasonably close to the kitchen, it may be possible to have the bathroom fixtures connected with the same branch supply lines that serve the kitchen sink. Similarly there may be some economy in waste piping. If the same stack can be used, the saving may amount to as much as from $50 to $75.

If you are having two bathrooms the most economical location is back to back. With such an arrangement there is a decided saving in piping and labor.

On the other hand, the most economical location for your bathroom may not be the most convenient. After all, you are building the house for livability and convenience.

How large will your bathroom be? While it is possible to crowd all three bathroom fixtures into a space five feet square, this is the minimum size. Furthermore, it is not a convenient size. It is far better to have a bathroom, say, six by eight feet or better still eight by seven feet.

AVOID CROWDING

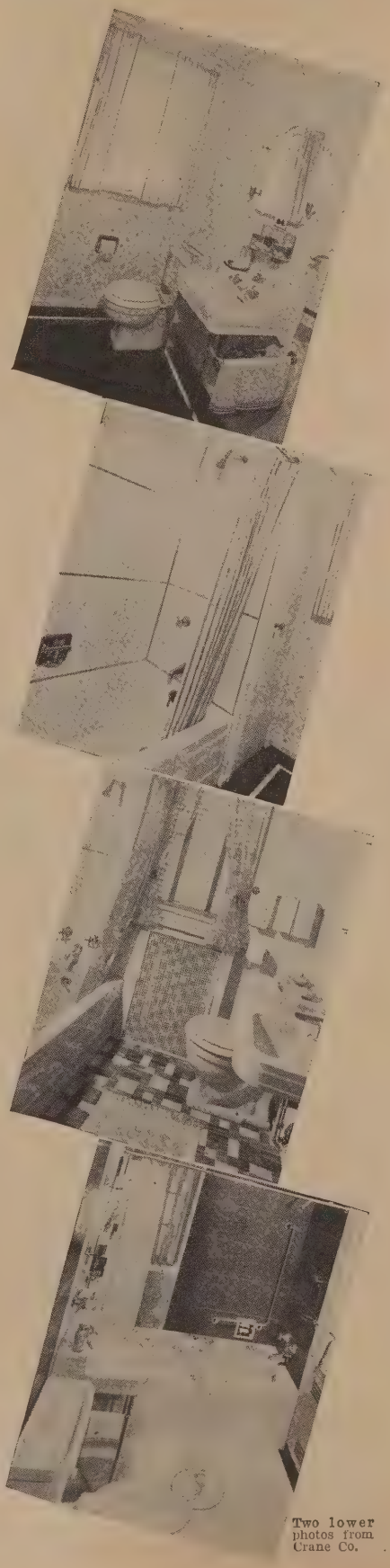
A larger bathroom is much more serviceable. You should keep in mind the fact that two people may occasionally find it necessary to be in the bathroom at the same time. A small, crowded bathroom is particularly inconvenient for older people. Therefore, think about the size of your bathroom before your architect makes the final plans for the house. Indeed, you will find a bathroom large enough to accommodate a linen cabinet very serviceable.

You should know the approximate size of your bathroom before you select your fixtures. Fixtures vary in size. In a larger bathroom, for instance, you will have room for a lavatory size 27 x 22 inches. If the bathroom is smaller you may have to use a smaller lavatory as for instance 24 x 21 inches. By the way, when your plumber mentions lavatory sizes, the size he gives first is the width of the lavatory along the wall. The last figure is the depth of the fixture from front to back.

THE MODERN LAVATORY

Probably you will buy a lavatory with a shelf back because of the convenience of the space for toilet articles. Some lavatories are equipped with metal legs and towel bars. This feature improves the appearance of the fixture and really doesn't add to the cost when you take into consideration the fact that you don't have to buy separate towel bars for the walls.

The better lavatories are made of china. The china in a lavatory is just like the china in a plate—hard, impervious, and easy to clean. It will not stain or discolor. Plumbing fixtures made of enameled iron are very serviceable, too, and cost less than those made of china.



Two lower photos from Crane Co.

The two views at top show the bathroom in Demonstration Home Number One. The shower stall faces the lavatory. The third and fourth pictures show similar compact arrangements in other small homes. Note the variety of wall and floor surfaces.

It always pays to buy good faucets. This is true of the kitchen sink faucet as well as the lavatory faucet and the valves for your tub and shower.

Faucets and valves are the wearing parts of your plumbing system. Just think how often in a day, yes, in an hour, you use the faucet on a sink or lavatory. Is there anything else in the house that is used so much—and sometimes abused? Probably not. That's why you should be careful to buy strong, sturdy faucets and ones with renewable wearing parts.

THE HIDDEN VALUES

The same thing is true of your water closet. There is a big difference between the cheaper and the better closets. They may look almost the same. The difference is where you can't see it—in the diameter and smoothness of the trapways and in the flushing mechanism concealed in the closet tank. There is also a big difference in closet seats. The sheet-covered seats are well worth the slight additional cost.

Your plumber will be able to advise you on the purchase of your closet. Your plumber knows what it takes to make a good closet, that is, a closet with a strong yet quiet flushing action, large and smooth trapway, and rugged and non-corroding flushing mechanism.

Crane Co.

The shower stall is set at an angle in this interesting bathroom arrangement.

The newer closets are particularly attractive in appearance because they are made all in one piece. If your budget won't permit you to have this style, then you will find the close-coupled type an excellent choice.

Will you want a shower in your bathroom? The latest in showerheads is the small, midget head only about two and one-half inches in diameter. This type of head is practically non-clogging and provides a splendid shower with from 25 to 50 per cent less water than the larger heads.

While you are thinking about your fixtures you will begin to visualize them in the room. Where will you place the tub? Don't put it under the window if you can avoid it. It is difficult to open the window and the bather is subjected to drafts.

Regardless of what you pay for your lavatory, its shiny chromium fittings and graceful shape make it the most attractive fixture in the bathroom. It should be placed where it will get attention when the door is open.

Choose the most secluded spot in your bathroom for the closet, even if this is only the space farthest along the wall away from the door. If the room is large enough, many homeowners place not only the bathtub in a recessed nook, but the closet as well.

NOW—THE WALLS AND FLOORS

Plan to have the walls and floor of your bathroom set off the sheen of your bathroom fixtures. Authorities estimate that there are now about 30 materials, all waterproof, that may be used on bathroom walls. These include ceramic tile, glass, stainless steel, porcelain, enamel tile, linoleum, asbestos tile, board tile, composition board, and mod-

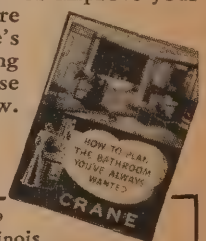
In the No. 1 house—in the Town of Tomorrow at the New York World's Fair, the bathroom is by Crane—as are the bathrooms in all 15 houses in this group.

TO HELP YOU PLAN THE BATHROOM IN YOUR HOME

IT'S amazing what convenience and efficiency can be packed into a well designed, small bathroom—how comfortable and beautiful that room can be made as well. To help you have just that kind of bathroom, we have prepared a special book in colors to tell you about bathroom arrangement. It contains interesting little ideas you can use to make your bathroom more practical and more charming. Included also is a color guide that shows many color harmonies from which you can select the one best suited to your tastes.

The complete Crane line includes fixtures exactly designed for use in the small room—compact, efficient fixtures that are low in cost yet handsome in appearance. Your Plumbing Contractor will gladly tell you more about them—and you can buy them on the Crane Budget Plan if you wish.

But whether you are planning to build a new home or improve your present one, be sure to send for Crane's Bathroom Planning Book. It's free! Use the coupon below.



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836 S. Michigan Ave., Chicago, Illinois
Gentlemen: Please send me a copy of "HOW TO PLAN THE BATHROOM YOU'VE ALWAYS WANTED."

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Town.....*State*.....

ern washable wallpaper. Many people prefer the clean look of white tile. Tile incidentally is now available in various pastel shades of peach, green, and orchid. These wall and floor materials, while they last the life of the house, are expensive. Materials that offer greater variety and are easier to apply, average about half the price and are consequently, more popular.

Linoleum materials, for instance, are water-repellent, heat resistant, and resilient, and the colors are permanent. A linoleum or linoleum-like composition floor can make a beautiful contrast to waterproof papered walls. Sometimes the wall around the tub is protected from water stains by inlaid linoleum or a chromium-plated molding.

Or, if more variety is desired, paint may be applied shoulder high in a color that will blend with the wallpaper of the ceiling and upper walls. Paint is water resistant, costs little to apply, and consequently can be changed often.

WASHABLE WALLS

Washable wallpaper is perhaps one of the most commonly used of materials, and one type is now claimed to be equivalent to about four coats of paint. These water-repellent papers are manufactured in many different patterns.

A hardwood prestboard may be applied to the walls. This can be painted

Crane Co.

What can be done in small space and with moderate money outlay is illustrated above.

in any color desired, or it can be obtained in a material marked to give a tile-like effect.

Another type of bathroom wall for medium-priced homes is a composition material with a surface of bakelite, celluloid or baked on enamel. It looks very much like genuine tile, and like the prestboard and linoleum, can be applied over present walls without tearing down the plaster. This is a little more expensive than linoleum.

CHOSEN FOR THE
"HOME OF TOMORROW"

REMINGTON
AMERICA'S NO. 1 SHAVER

A new mode for better living—dual-duty rooms—every modern comfort and, of course, the Remington Electric Close-Shaver, last word in modern shaving comfort, for men of tomorrow.

General Shaver Division of
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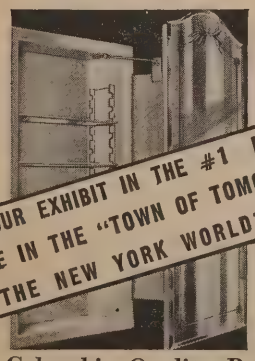
BRIDGEPORT, CONNECTICUT

BATHROOM
Fixtures



The Columbia Quality Bathroom Cabinet and Columbia Quality Chromium Plated Accessories were specified by the official architects of the Town of Tomorrow and approved by the WORLD'S FAIR Board of Design.

Columbia Metal Box Co.
260 East 143rd St., N. Y.

COLUMBIA METAL BOX CO.,
260 East 143rd St., New York, N. Y.
Please send me your Booklet on Bathroom Cabinets and Accessories.

NAME.....
ADDRESS.....

Small-Home Beauty Quiz
ANSWER: IS IT TRUE OR FALSE?

The necessity for incorporating beauty, utility and economy into remodeling and modernizing the home impels one to be choosey and discriminating in the specifying of material. To this end, the smart thing will be to investigate how Gibbs Boardtile adapts itself to these exacting requirements:

- GIBBS BOARDTILE provides a durable wall and ceiling surface, easily and quickly applied as wall board.
- SMOOTH as porcelain, COLORFUL as a rainbow, WASHES like a china dish, 100% sanitary.
- BEAUTIFUL as feathered grains of finest woods at a fraction of their cost; possesses the character of expensive marble; impervious to grease, vermin proof, wears like iron, but light in weight; obtainable in a wide variety of solid colors, duo-tint and striped effects.

Home owners, architects, builders, contractors are invited to extend their small-home beauty quiz by referring to Gibbs Boardtile booklet, color charts and ideas for utilizing ultra-modern Gibbs Boardtile.

Gibbs Boardtile Was Specified by the Official Architects of the Town of Tomorrow, and Approved by the New York World's Fair Board of Design so it must be TRUE!

Write today for generous free sample and suggestions for modernizing living rooms, bathrooms, kitchens, breakfast nooks, panelled dens, libraries, store interiors, laboratories, theater lobbies, and any wall or ceiling at low cost. Consult your builder. In the meantime simply address:

GIBBS BOARDTILE CORPORATION
653 NORTH ABERDEEN STREET, CHICAGO

GIBBS BOARDTILE
NOT A SUBSTITUTE, BUT AN IMPROVEMENT

Taking the Mystery Out of Home Building

By C. STANLEY TAYLOR, Editor

(Continued from page 7)

reasonably commensurate with the size of the house they wish to build. Therefore, if you are dreaming of a new home transmute your present rent payments into the actuality of an owner's deed. In most cases your operating overhead will not be as great as present rent.

Mr. and Mrs. America usually begin the dream of home ownership by collecting data from magazines and newspapers including plan suggestions and ideas regarding every phase of home ownership and domestic operation. This is a good thing to do and the "scrap book" probably always should be the Baedeker or bible of the prospective home owner. However, there are many short cuts even in the pleasant function of working out the home of their dreams.

When You Decide to Build

THE first step toward home ownership is to acquire or develop a plan. In this low cost home investment there is usually no room for a full architectural fee, but there is an easy way out —through the easily available "stock plan" service, of which the progressive lumber and building material dealer is perhaps the leading exponent. These "stock plans" in no way cast any reflection on the value of architectural services because it must be realized that all good stock plans were originated by a good architect somewhere. For example, there is a live building material dealer in your community who has a selection of stock plan books from which you can find a plan closely approximating your needs and on which he has or can obtain for you complete working drawings and specifications at little or no cost. Today's leading producer of such stock plan books and data on small homes (which are available through your local dealer) is the National Plan Service of Chicago. This organization maintains a number of architects licensed to practice in practically every state of the Union and all of the house plans are developed in accordance with the requirements of FHA. There are other good sources of stock plan books (and complete ready-to-build plans and specifications) such as manufacturers and manufacturers' associations, most of whom distribute through dealers. Thus there are immediately available to you through direct contact in your own community or through any of the leading home interest magazines, hundreds of good stock plans of moderate cost homes. In this Year Book beginning on Page 13 will be found a typical collection of such stock plans available through your local lumber and building material dealer almost anywhere. Incidentally, if you like our own "Dual Duty" home as described on Page 14 you or your dealer can get the complete working drawings and specifications at a very nominal price by addressing the National Home Builders Bureau.

After plans have been acquired or decided upon there come the problems of financing, construction and equipment as described in considerable detail in following sections of this Year Book. There are also the problems of selecting the contractor who may be depended upon to build your house in a satisfactory manner.

Short Cuts in Home Building

FOR Mr. and Mrs. America there is a very real short cut toward the solution of most of these problems. A visit to a progressive local lumber and building material dealer's office will have surprising results. He is no longer an order-taker sitting in his dingy office waiting the call for some two-by-fours and cement. He is a live local merchant who has taken his place in his community as an expert on problems related to the building of a moderate cost home. If Mr. or Mrs. America or any of the little Americas get sick, they naturally go to a doctor. If Mr. America gets into legal difficulties he seeks a lawyer, or if he needs a loan he goes to a bank. Similarly the prospective home builder is learning to take his problems to this local expert who understands these difficulties.

American home builders are learning rapidly that the modern lumber and building material dealer not only is able to furnish a variety of stock plans and, of course, most of the materials and equipment for a home building project, but he is also well able to advise on financing, mechanical equipment and practically every other problem which confronts the Americas-who-are-about-to-build-a-home.

MANUFACTURERS WHO PARTICIPATED IN OUR WORLD'S FAIR "DUAL DUTY" HOME

THIS was Demonstration Home No. 1 in the Town of Tomorrow at the New York World's Fair 1939. Over one million people paid a special gate fee to visit the 15 Demonstration Homes in this exhibit. Our "Dual Duty" home proved so popular that replicas of it are being constructed and publicized by progressive builders in dozens of American communities as demonstrations of practical methods and materials for the construction of today's moderate cost homes. Products listed below were specified for these Replica Homes.

FRAMING AND SHEATHING: Weyerhaeuser 4-Square Guide Line Framing and Endless Lumber.

EXTERIOR WALLS: Edbam Kolorite Processed Red Cedar Shakes.

ROOF: Certain-teed Wood-Tex Shingles.

INSULATION: Balsam-Wool Sealed insulation.

GLASS AND MIRRORS: Libbey-Owens-Ford Glass.

WINDOWS: Anderson Casements and Narroline Double Hung Windows.

HEATING AND AIR CONDITIONING: MuellerClimatrolJunior. Pleasantaire Unit Air Conditioner.

WALL FINISH: Nu-Wood Walls, Stalite Ceiling and Kolor-Trim Mouldings.

PLASTER BASE: National Gypsum Gold Bond Floating Wall.

TILE: Gibbs Boardtile.

FLOORING CORK: Corinco Cork Flooring in Living Room, Dining Alcove and Master Bedroom.

FLOORING LINOLEUM: Sloane Linoleum in kitchen, child's bedroom, utility room and bath.

INTERIOR TRIM: Trimpak packaged trim.

PAINT: Benj. Moore & Co.

HARDWARE: Lockwood Hardware Mfg. Co.

ELECTRIC DOOR CHIMES: Rittenhouse Electric.

WATER HEATER: Ruud with Monel Tank.

SHEET METAL WORK: Anaconda Sheet Copper.

PLUMBING FIXTURES: Crane's tub, lavatory, closet, valves, fittings, and concealed piping. Columbia bathroom cabinet and accessories.

PIPING: Anaconda Copper Tubes.

KITCHEN EQUIPMENT: Whitehead Metal Cabinets, Monel Cabinet Sink, and Range. Servel Electrolux Refrigerator.

FIREPLACE EQUIPMENT: Heatilator metal fireplace form.

CIRCUIT BREAKERS: Square D Multi-Breakers.

VENTILATION: ILGETTE Built-in Kitchen ventilator and Ilg Attic Fan.

LAUNDRY: Bendix Home Laundry.

LIGHTING FIXTURES: John C. Virden Company.

BLINDS, SHADES, WALL PAPER: Clopay Corp.

"PYROFAX" GAS: Pyrofax Gas, "for homes beyond the gas mains."

FURNITURE: Heywood Wakefield, Lullabye juvenile furniture. Wurlitzer Piano.

EQUIPMENT: Includes Singer Sewing Machine, Hoover Vacuum Cleaner, Kitchen Aid, Remington Typewriter and Electric Shaver.

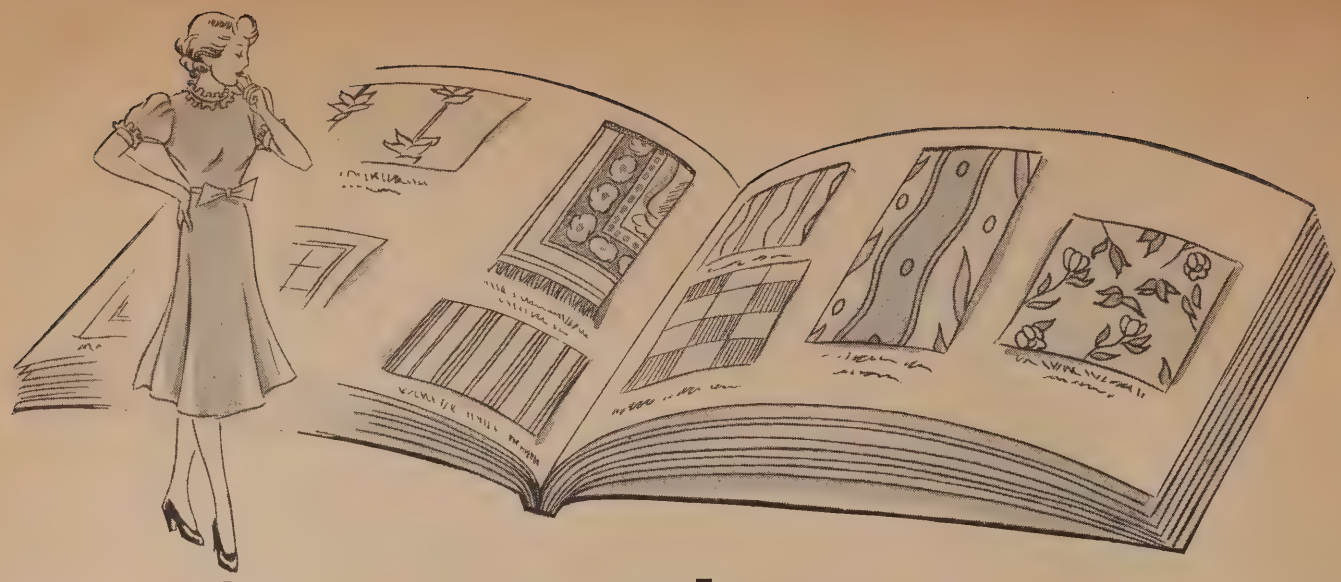
DECORATING & FURNISHING

INSTINCTIVE in each of us is the age-old urge to create a beautiful, tastefully furnished environment that is our very own . . . an environment in which we can live and entertain with pride and enjoyment.

Important in creating this environment are the character and quality of our furnishings and decorations. Just what qualities must they have to make it in truth, "home, the spot of earth supremely blest; a dearer, sweeter spot than all the rest?"

Primarily, the environment must have comfort, beauty and livability . . . the gracious air of refinement that marks it as the home of one accustomed to pleasant, wholesome living. The very fact that the house is small and that consequently its furnishings must be limited, makes it all the more important that they be selected wisely.

We know today that the furnishings of our home have a vital bearing on our attitude toward life . . . that they tell other people what we are . . . and accordingly that we must use our best taste and judgment in their selection.



You Start with a SCRAP BOOK

By Edna J. Honigblum,

Official Decorator of Demonstration Home Number One*

SO you're going to furnish a small home!

Felicitations and good luck! Whether you believe it or not there is more fun to be had in furnishing a little house on a limited budget than hiring a decorator to do you proud with unlimited funds. This is really a challenge to your own good taste and ingenuity.

The first step in this venture is formulating your philosophy of a home. What sort of atmosphere do you want to create? Is it to be a formal house throughout, or are you interested in creating a charming, informal atmosphere for your husband and friends? It's a wise bride who consults her husband on his taste in furniture and fabrics before sallying forth to buy.

Neither of you need be disappointed, and, moreover, you may both be pleased by a combination of styles. Since Modern has settled down in line and color and since Traditional furniture is executed in simple "modern" lines, a judicious choice of both will create a charming home.

EXPERT HELP IS FREE

There are any number of people who will be an invaluable aid to you in formulating your philosophy of decorating. They are the home furnishings writers on magazines and newspapers and the decorators and salespeople in department stores. Model rooms are set up in most big department stores. Be sure to see them! Study them carefully for much can be gained here which will be useful to you.

But where do I start? What are the first essentials to consider?

How can I be sure that what I buy is the right thing? These and other questions will undoubtedly plague you.

As step number one—find a quiet nook and arm yourself with pencil,

paper and tapemeasure. Make a rough plan of your house before you begin to shop. Then block in just those basic pieces of furniture which are necessary to start life in your new home. For example, your living room might include a large couch, two matching or blending upholstered chairs, one coffee table, two lamp tables, two end tables, one desk and one desk chair.

This does not include all those extra little things which will create the personality of the room such as pictures, bookcases and other little luxuries. These can come later and will be easier to select when you have the basic furniture placed in your house.

Measure everything! Know the exact size of each room. This will be an invaluable aid to the salesperson who

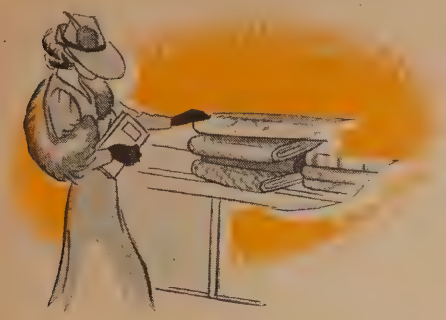
will wait on you. He can measure the furniture which you have under consideration so that you can make a scale drawing of it and then try it on your plan for proportion and placement.

Paste swatches of material, wall paper, etc., in a scrap book of ample size. Keep your colors firmly in mind and do not go haywire on any individual color which will not blend with the rest of the room. Give the most careful consideration to the exact color, fabric and material you finally select for rugs and drapes for these constitute

* Bloomingdale's, New York City, was selected to furnish the Number One Demonstration Home at the N. Y. World's Fair. Leading department stores will likewise be selected to furnish the replicas now being constructed in principal cities throughout the United States. Location, dates, etc., furnished on request.

a background for your furniture. Do not buy them until you have finally decided on your furniture. Although you may be mad about a deep brown broadloom, it will not enhance your room, if your furniture is all dark mahogany.

Gather samples of curtains, drapes, carpeting as you go along. Study them

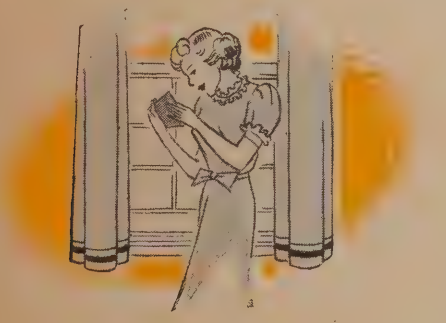


by daylight, under artificial light, and keep them near you. In short, try living with the samples a few days before you decide that you want them for a lifetime.

GO WINDOW SHOPPING

Curb your impatience to get started on your buying until you are absolutely sure that you have made the best choice of each article. It is wise to study a few types of furniture first. Go window shopping! Putter around the department stores and visit their model rooms. Look at antique shop displays. Read good home furnishings magazines, always taking notes for your scrapbook, too. This gives you a pretty good picture of how they might look assembled in your home. The finish and workmanship on reproductions of 18th Century furniture today are excellent and within the range of the average pocketbook.

Modern, the popular choice of young "moderns" today, is a basic style easily adapted to everyday living. It has settled down in price and variety and is now available in dark woods. Heretofore all modern woods were light. Today you need not confine yourself to birch, but can buy bleached walnut in a warm browny tone, dark walnut, and mahogany and a variety of other dark woods.



book. Pay particular attention to that type of furniture and decor with which you feel most at home. After all, you are going to live with it.

Although Modern seems to be the natural choice for the contemporary home, 18th Century furniture should not be overlooked. Because of its simple lines and great charm and dignity, it has been accepted by people of good taste through the centuries. It has the happy faculty of blending with Modern pieces. Some Victorian furniture also gives a nice effect with Modern. Of course, the utmost discretion should be exercised when you start to blend various periods. Try clipping magazine photos of pieces of furniture that appeal to you. These go into the scrapbook.

BE CAREFUL WITH COLOR

Now we come to color—and the caution here is to watch your step. Bright, vivid colors filled with life and vitality are a great temptation to the novice decorator. Beware of your fondness for some particular color. Your husband may adore you in magenta but that doesn't mean he wants to wake up every morning and see it on the wall. It is difficult for women, especially, to restrain themselves from purchasing a fabric right on the spot which appeals to them. To this end, carry your scrapbook all pasted up and blocked off into the needed furniture and space requirements, with your notes on color of furniture and the amount of light in each room.

If you do this, the luscious yellow wall paper that first catches your eye will fade in desirability when you note the bleached walnut chairs, for example, that will be placed in front of it.

USE "MUTED" COLORS

A helpful decorating hint advanced by an industrial designer, widely known for his "streamlined" furniture, is to choose soft, muted colors throughout the house. If this is done, he claims, you can move any piece of furniture from any room, right into another room and with excellent result. The walls, of course, must be painted in complementary colors. He has worked it out beautifully in practice by using subdued shades of greens, mauves, beige, cocoa, brown, plum, pink, blue and white. Color accent is achieved in accessories such as lamps, vases filled with flowers, and drapes with one sharp color accent. The result is a most restful and eminently livable house. It is the answer to the limited budget as nothing else could possibly be!

With the use of shades and tones that complement each other throughout the house, it is an easy matter to arrange living quarters so that they will do "double duty." The living room may easily serve as an all purpose room.

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specially designed for the modern small home

Full scale 88-note Wurlitzer Piano, 36 inches in height—easily fits into the smallest room—rich, resonant tone—5-year guarantee—an exclusive Wurlitzer finish

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—A variety of harmonizing colors to match your room furnishings—or, if you prefer, you may choose any finish you want, from hundreds of special patterns.

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Send folder describing this outstanding piano achievement.

Name .....

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CARPETS—Base Of The Room Ensemble

IN planning our rooms we like to think of them as a whole, as ensembles —and nothing so well ties together all of the various elements in a room as wisely chosen rugs and carpets.

Carpets should be bought with care because they last for many years. Quality is therefore important, but color is important, too. In general it is wise to pick your carpet or rug in a darker color and let the lighter colors appear in wall coverings, curtains and decorative details.

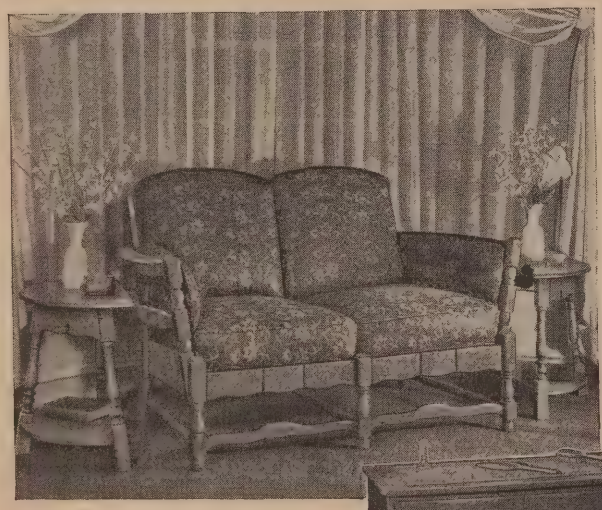
PLAIN OR PATTERNED?

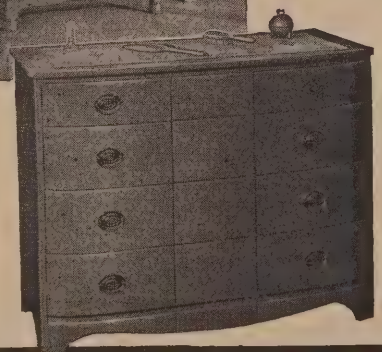
Be careful in your choice of patterns. Safest choice is a plain color carpet—let's say you pick a green. Your important pieces of furniture may then be upholstered in some version of green's complementary color, red; yellow on the walls might add a third harmonious element. And then in one or two important pieces of furniture you might want to combine all of the room's predominant colors.

If your choice runs to a patterned rug or carpet you will want to be sparing in your use elsewhere of the dominant color. But it will appear here and there, as will the other colors in the pattern.

A good general rule to remember is that large surfaces like your floors are best treated in neutral, subdued colors. Pick up your brilliant accents elsewhere in the room.

Dark colors on and near the floor, light colors above.





Now... completely new, 24-page book on *Old Colony* Furniture, filled with decorative suggestions. Send 10 cents (coin preferred) to Dept. R, Heywood-Wakefield Co., Gardner, Mass.

Charming and Livable!

HEYWOOD-WAKEFIELD *Old Colony* Furniture is charming, livable, and authentic in design. It follows the true American tradition of combining utility with beauty . . . of creating furniture which is *both* practical and decorative. That is why you will enjoy furnishing a single room or an entire home with *Old Colony* . . . why you will treasure it down through the years. Most of the better furniture and department stores everywhere can show you interesting groupings of HEYWOOD-WAKEFIELD *Old Colony* Furniture . . . and at surprisingly reasonable prices, too!

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GARDNER, MASSACHUSETTS
FINE FURNITURE SINCE 1826

Here's How One LIVING ROOM Was Planned

WHETHER your home is small or pretentious, the living room will be the center of family and social life. It is therefore the room which deserves the most effort toward creating the right effect. This is the room which will be constantly improved with little luxuries after the basic pieces of furniture have been put down.

After the last drape has been hung and your favorite flowers placed on your pet table, this room will take on quality and personality. Whether you and your friends will find this quality endearing or not is wholly up to you.

Following out the idea of "double duty" rooms and remembering the desirability of soft, muted shades, which seem so practical for the limited budget, the following plan suggested itself for the living room of Demonstration Home Number One at the New York World's Fair. These notes may be used simply as a springboard for your own ideas. (This room faces south and west).

Here is the living room in Demonstration Home Number One, in architect's perspective and in reality.

WALLS—Papered in soft green with a leaf design in ivory tones.

WOODWORK — Painted in same ivory tones as leaf design.

FLOOR—Broadloom rug of deep cedar shade on cork floors.

WINDOW TREATMENT — (Here there is plenty of light and spacious windows). Curtains of sheer white Ninon; drapes of soft muted green (darker than wallpaper).

CHAIRS—Two chairs of a comfortable arm-chair type upholstered in beige were placed on either side of the fireplace, with a small table to form a hospitable grouping. One chair upholstered in the same soft muted green as drapery material with small table and lamp went against wall opposite windows.

COFFEE TABLE—A blond finish new type swivel coffee table stands between the arm chairs. This is a pleasant contrast, if as here the other woods are dark.

SOFA—Covered in a plum wool fabric, which accents the soft green and dark brown of the rug. A good buy is a sofa-bed, for you will surely want to provide for the occasional "overflow" guest. This one has an arm coming down in the middle, which can be pushed back in the same manner as in automobile rear seat upholstery.

END TABLES—On either side of the sofa, dark walnut end tables make a handsome contrast with the deep plum of the upholstery. These support fairly tall lamps covered with lightish shades.

SECTIONAL SOFA—An innovation in the important "conversation corner," so necessary for the living room, is the sectional sofa which, when all in one piece, forms a chaise lounge—or separated, gives extra seating capacity for the room. This one is upholstered in beige wool, and fits snugly into corner.

MUSIC—As no home is complete without music, it is wise to save a section of the living room, as we did, for one of the new small pianos. A picture goes over the piano and flowers or candlesticks on top. The radio is important. We selected a portable one which can be carried around at will.

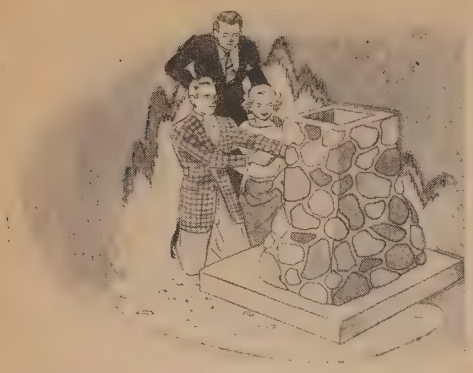
MIRROR—To give depth and height to our room, we used a large mirror around the fireplace, going from the floor to the ceiling.

These filled the basic needs. Plants, pictures, occasional tables and chairs you will add in your own living room as you go along.

Burton-Dixie Corp.

Almost indispensable for the small home is the sofa that becomes a bed at night.

Live OUTDOORS and Like it!



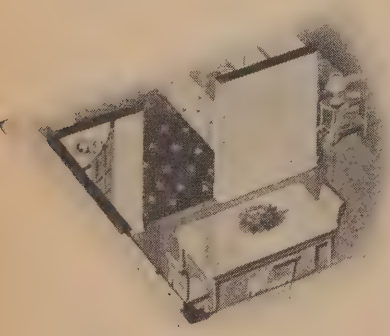
Tea is served on the flagstone porch of Demonstration Home Number One.

AMERICANS like to live out of doors as much as possible in the summer. Designers and manufacturers have conspired to create the most alluring types of outdoor furniture to tempt you from the house into the garden or front yard. If you shop carefully and systematically you will be rewarded for your efforts in "finds" that for beauty and quality cannot be surpassed.

The typical small home has a nice expanse of green lawn. Much enjoyment can be derived from the purchase of wrought iron garden furniture, usually painted white and gayly upholstered. A round table, or a nest of glass topped tables placed conveniently near the chairs makes reading and lounging in the open very pleasant. If there is room, an old fashioned swing, or one of the new gliders is a fine addition to the group.

If you plan to eat in the garden it is wise to buy a sturdy orchard-type table, either in natural colored wood or white, something that can easily be cleaned and which will hold all you wish to load on it. The clever hostess makes only one trip from kitchen to outdoor table in the summer, bearing a large salad bowl, rolls and bread, cold drinks and cuts of meat. That is the "outdoor eating" answer for a happy husband and contented guests.

Most fun of all, particularly in the spring and autumn evenings, is to have an outdoor fireplace. It should be built in the garden area and a hedge of suitable height will give plenty of privacy. The fireplace may be made simply of stone or brick with a removable charcoal grill on top, or, if you want to do the thing elaborately, you can build an actual fireplace with chimney on top and with a brick or flagstone floor to make this unit a true outdoor dining room, just as your porch can be your summertime living room.



The Dining Alcove is seen above in architect's drawing, at right as viewed from the Living Room

Glorifying the DINING ALCOVE

ONE of the most satisfactory arrangements in a small home is to have the dining alcove directly adjoining the living room, forming an ell. This is a perfectly natural and informal arrangement. One meets his guests and entertains them in the living room and the general air of conviviality is not dissipated by moving the party into a formal dining room.

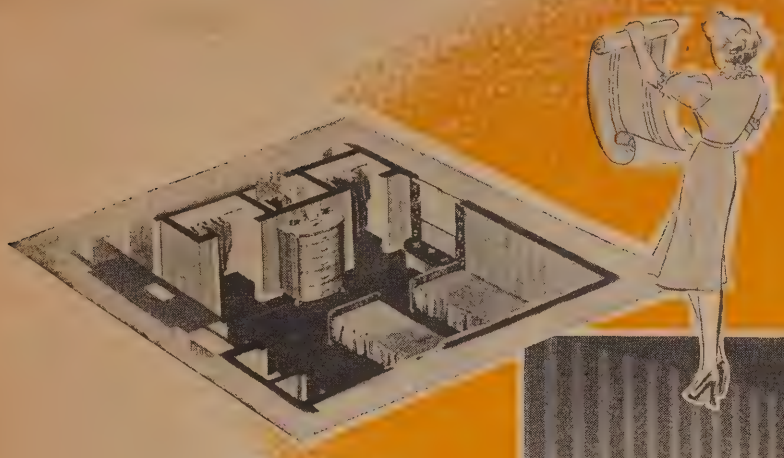
Dinette chairs should be so designed that they blend into the color scheme of the living room and can be brought into the living room when extra chairs are needed. Bleached walnut table and chairs are popular and reasonably priced.

The table should provide comfortable seating for eight. A corner cabinet is a necessary adjunct; and china can add a touch of color.

Many clever hostesses add glass shelves or wall brackets to the wall for pots of flowers or bits of colored glass ornaments. A cork or linoleum floor can be easily cleaned.

The same drapery treatment should be used in the dining alcove as in the living room, if it is to be an adjoining room . . . sheer white Ninon curtains and soft, muted green drapes. The wallpaper, different from living room, picks up both tones of the curtain and drape.

MASTER BEDROOM —and Home MANAGEMENT CENTER



The Convenience Wall is at left in this architect's view of the Master Bedroom.

The striped wallpaper is light blue and grey, the bedspread a dusty pink and the rug a deep blue.

IF any room in the small house should do double duty, it is surely the master bedroom. Here the woman of the house deserves a spot all her own, in which to manage the household affairs of bills and budgets, in which to sew and sometimes—in this her very own sitting room—to relax.

All this is achieved in Demonstration Home Number One by the radically new "Convenience Wall" indicated in the plan view above.

But first a word about the furnishings! Our master bedroom is made restful and gay with the use of dusty pink bed spreads, on beds of light wood.

In order to save wear and tear on bedspreads, many clever brides are buying the modern cedar chest which can be placed at the foot of the bed or beds. This can be upholstered in the same material as the drapes. It provides a perfect place to sit while putting on your shoes and a perfect place for storing shoes.

Window drapes of smoky blue ground with dusty pink all-over flowers provide an excellent contrast to the bedspread. With this combination wall paper of light blue with grey stripes give additional light and color.

ALL CAN BE HOMEMADE

All of the curtains, drapes and bedspreads in this Number One house can be easily made at home.

Now for the really noteworthy Convenience Wall, which provides an ultra-modern sewing center and domestic office, giving maximum amount of service in a minimum amount of space.

This cabinet is approximately eight feet long and 21 inches deep, containing three sections. One has eight drawers of varying sizes to take care of thread, sewing machine attachments, bias tape, patterns, materials, etc.

Double plate glass mirrors built into the Convenience Wall provide glamour and luxury in the small home, and are very useful when fitting dresses.

In another section a cutting table is provided to take care of laying out the patterns and cutting the material. This folds back into the center part of the cabinet and is completely concealed when not in use by the small doors just over the desk.

A COMPLETE SEWING ROOM

A small ironing board and dress form in the adjoining third section can be easily taken out and replaced as needed. Adequate space is provided for a portable sewing machine. For fitting, double mirrors are provided in the two doors. These doors may be opened in such a manner that by standing between them, both the front and back may be clearly seen. These mirrors will be welcomed at other times, too, as when the family is preparing to go out for an evening.

So often the woman is forced to lay out her pattern and cut her material either on a bed or dining-room table, to remove the knickknacks from the top of the sewing machine and to have the dress form brought down from the attic, and go elsewhere in the house to use a pressing board, in order to have

Old Furniture—New House?

Call on Singer!

If you shudder at the thought of moving your old chairs and sofa into your brand-new house—make them over with new slip-covers! It's easy. Singer will show you how to get started on them—free.

Free help in fitting slip-covers, planning curtains, making rugs is offered at your nearest Singer Sewing Center. Look in your directory and phone for an appointment. There's no charge or obligation. Everybody's doing it—and it's fun!

See Singer's Model Sewing Room on page 73 of this issue

FREE BOOKLET with illustrated plans for building this sewing unit into your home will be sent on request. Address:

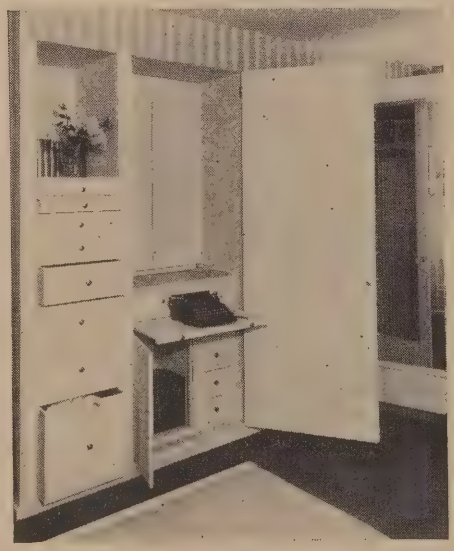
SINGER SEWING MACHINE COMPANY
Dept. 733, 149 Broadway, New York, N. Y.

Singer

Hidden in the built-in cabinets is not only an ironing board but also a table for laying out dress patterns and other uses.

available the conveniences which aid so much in making sewing the real pleasure that it should be. Such difficulties she will not encounter here.

In short, this Convenience Wall contains all of the requirements of an ideal sewing room.



A typewriter shelf and ample drawer space are central features of this home management center.

Other features of the Convenience Wall make it a complete home management center. There is a built-in desk which provides space for a portable typewriter, drawer space for bills, correspondence, etc., book shelves for cook books and her own pet books not to be found in the husband's library, and a telephone conveniently placed for doing her daily marketing.

When the wall is closed the large mirror gives a feeling of spaciousness in the room. It is convenient, too, for the housewife to take a full length peek at herself, which according to psychologists is desirable; it encourages care regarding her appearance . . . an important consideration for the modern woman.

The cabinet in the desk—speaking of sewing again—is sufficiently large to provide space not only for the typewriter but also a portable sewing machine. It is a handy storage space for the woman who, in addition to her cabinet machine, owns a portable machine which she takes away with her in the summer, or perhaps carries to her friend's house, if they plan an afternoon of sewing together. If the hostess plans an afternoon of sewing in her own home, this portable sewing machine may be set up on a small table so that both hostess and guest can be sewing at the same time.

A light is built into the recessed cabinet so that she will have plenty of light in which to work as efficiently on her household duties as her husband works in his office.

This type of built-in convenience will be thoroughly understood by the average cabinet-maker in your community. He is easy to find—just ask your local lumber and building material dealer, or your contractor, who will be able to put you in touch with the right man. You will find that your cabinet-maker (who, of course, is a fine carpenter) will have many other suggestions as to built-in conveniences.

Many of these unusual built-in features, such as ironing-boards, broom closets and even door-beds (which are hidden in a closet by day—but make an emergency guest room by night) can be seen in the show-rooms of your local building material dealer. They are manufactured by nationally known organizations, and kept in stock in your community—ready to be fitted into the plans of your home and decorated to suit the interior scheme.

A Room Designed for BABY

THE multiple function idea developed in Demonstration Home Number One carries through in the child's room. Here, under conditions that are ideal both psychologically and physically, the youngster can sleep, eat, and play.

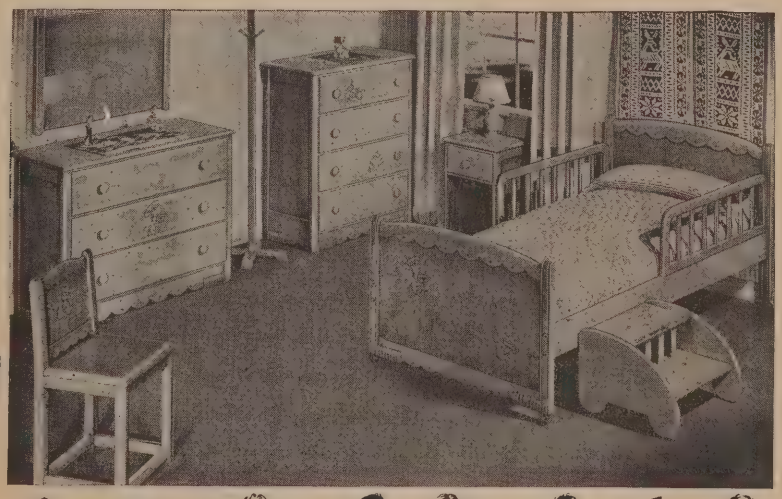
Here is the room in which the most loving care in the world will be exercised in choosing just the right furniture and colors. It is the most important room in the house to husband and wife and nothing will seem too good. However, here, as well as elsewhere in the small home, you must think twice before you buy baby's furniture, from the standpoint of both practicality and comfort.

Your child's early environment helps to establish personality and character patterns for later life. Therefore choose furniture that is in harmony with a child's happy, carefree ways. It will have character building influence, inducing him to wait on himself and care for his own things, which tends to build confidence and initiative in the child.

It is wise to buy a full size juvenile bed. This has railings on the side which guard against injury to the child. As he grows older the rails can be taken down and the bed can be used right through adolescence. This is a good purchase after the child has outgrown the crib stage. Gayly painted figures on the furniture are excellent, but one must be sure that the paint is non-poisonous.

Maple furniture, dark and durable, should be considered a more practical choice than white furniture. Plenty of shelf space for toys and books should be built into the walls. Window seats are also excellent for storing.

Pastel shades for walls and accessories and gay star sprinkled linoleum for floor covering will suit both baby and you best.



El Rancherito ensemble as featured in the Number One Home at the New York World's Fair.

A CHILD'S response to environment is recognized as a powerful factor in its formative years. Training of the child to be self-reliant is made easier when aided by Lullabye furniture. Responsibility for the care of its own things is readily learned. An appreciation for finer things is rapidly developed. The child's room is no longer "just a room" but a haven of joyous childhood never to be forgotten.

It's LULLABYE Time

Lullabye juvenile furniture is fine furniture in every sense of the word. It is built from select Northern hardwood found only in furniture of the highest quality. Chest and chifforobes are dust-proofed, cribs have the practical and safe hand dropside, an exclusive Lullabye feature. See Lullabye at your dealer's. You will quickly recognize the quality which has made Lullabye the Number 1 choice of discriminating people.

Lullabye has an interesting booklet, It's Lullabye Time, showing a wide selection of ensembles for children's rooms. To obtain your copy, write Dept. S., Lullabye Furniture Corporation, Stevens Point, Wisconsin.

★ FINE FURNITURE FOR CHILDREN SINCE 1897

GLASS adds Beauty EVERYWHERE

At top: Legs and top of the dining room table are of heavy plate glass, as is the fire screen. The dressing table is set into a mirrored recess.

Below: A novelty is the built-in, full-length mirror in the bathtub recess. For the vanity table, a small mirror on a movable pedestal is a useful accessory. In the living room a corner window area is composed of glass blocks.

Photos at upper left and lower right from Pittsburgh Plate Glass Company, the others from Libbey-Owens-Ford Glass Company.

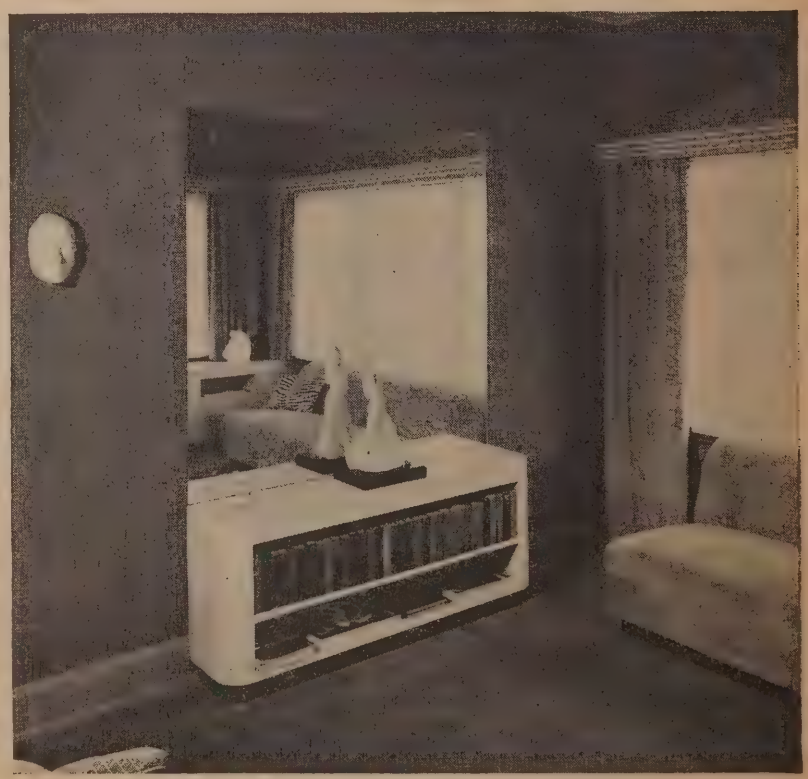
IT'S *Mirrors* THAT MAKE IT MODERN . . .

THEY'RE INEXPENSIVE, AND THEY ENLARGE AND BRIGHTEN EVEN THE SMALLEST HOMES

● In your new home, you'll find that mirrors will do much to make it more livable. Mirrors add utility and beauty all in one...make small rooms loom large, and do it with a decorative touch that is hardly attainable by any other means. The cost, for even the finest quality, is surprisingly small.

In your bedroom, a full-length mirror on the closet door is almost as important as ample closet space—be sure you have both. And be sure, too, that your mirrors are made of L·O·F Polished Plate Glass—recognized everywhere for its unusual brilliance and freedom from imperfections.

If you need any help or suggestions, your local L·O·F Distributor will be glad to cooperate. You'll probably find him listed in the yellow pages of your local phone book under "Glass." Libbey·Owens·Ford Glass Company, Toledo, Ohio.



LIBBEY·OWENS·FORD

QUALITY GLASS

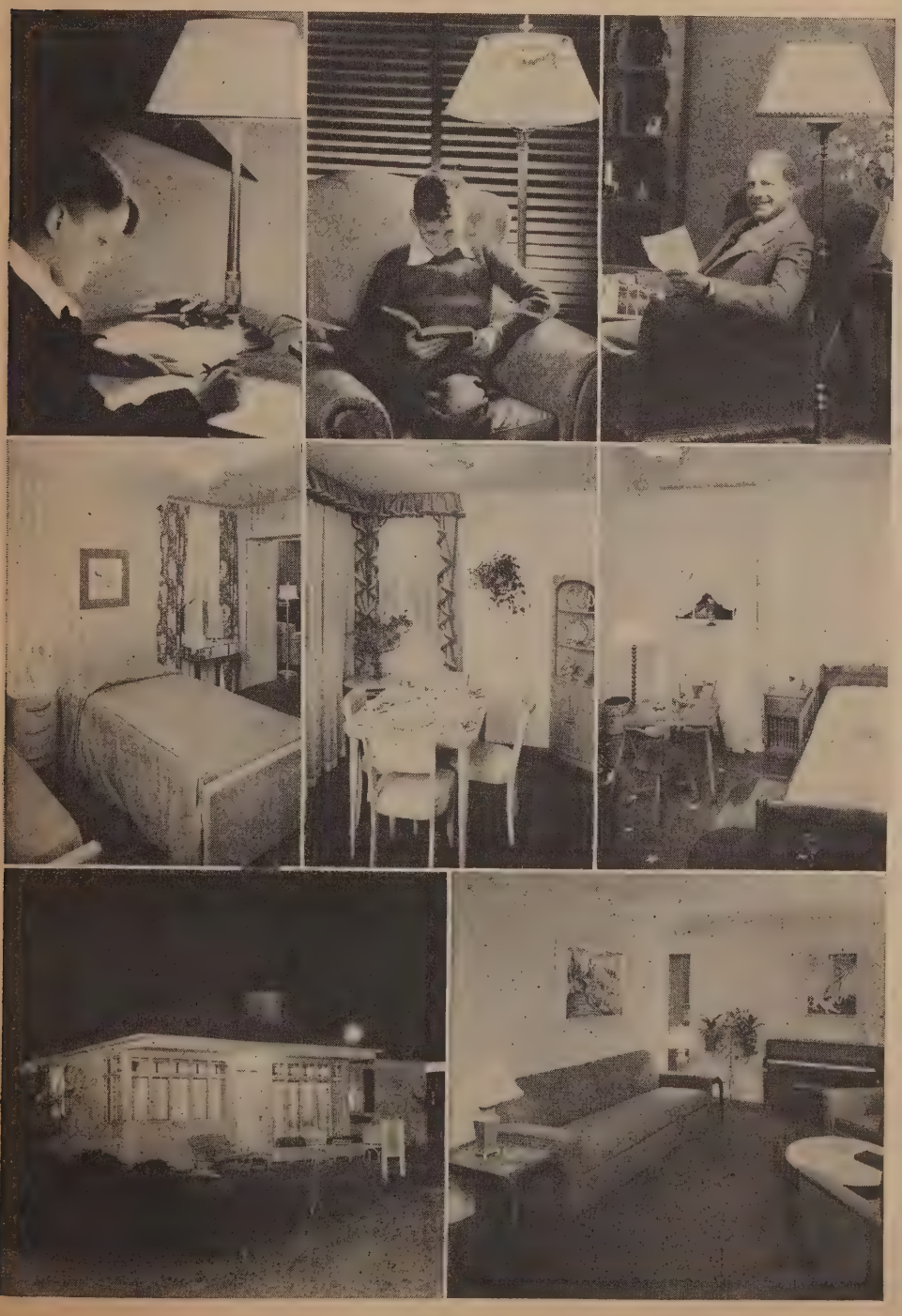
After Sundown *Good Lighting* Brings Added Charm

LIGHT in the home plays a triple part. It helps you to see, thus guarding you from accidents and prolonging your days into pleasant evenings. Its decorative value is great, so that it has importance in the design of each room. It lends charm to whatever it illuminates, so that it has a role to play in the architectural scheme of your home.

It must be the right kind of light, however, if it is to accomplish these three functions. There must be *enough* light, and it must be of the right *quality* or it will fail of its purpose. Good lighting in the home is always without glare—no exposed lamp bulbs and no sharp contrasting shadows.

Engineers have developed lamps and lighting fixtures of high illuminating efficiency. Architects, designers and decorators have recognized the beauty of light and know how to use it to develop the full charm of the object it illuminates. Your local lighting company employs lighting specialists who know how to apply all these principles and are always glad to help. The rest is up to you.

Below are shown some striking examples of lighting for each of these three purposes. Most of them illustrate more than one purpose. Several of them come from the "Homes of Tomorrow" at the New York World's Fair, and represent the best in modern lighting practice. When you glance at the pictures you will think of many other applications of these three principles that are suited to your own home and your own individual lighting problems.



← LIGHTING FOR EFFICIENCY

For efficiency, the modern I.E.S. study lamps and floor lamps are ideal for their purposes. They provide adequate light for reading and study, shade it carefully to protect the eyes from glare and diffuse it sufficiently to give good general illumination in the immediate vicinity. "You can't go wrong" with an I.E.S. lamp for such purposes.

← LIGHTING FOR BEAUTY

Here are three splendid examples of "lighting for beauty" from the "Homes of Tomorrow" at the New York World's Fair. Whether it be the master bedroom, dining room or nursery, good lighting is equally important. And if the lighting is also a thing of beauty, as in these three instances, so much the better. This lighting goes even further. It lends charm to the furniture, draperies, dining table—the very rooms themselves!

← LIGHTING FOR CHARM

Lighting certainly adds charm both to interiors and to exteriors. Two more interesting World's Fair examples which show how lighting may bring out the charm of architectural features, of pictures and furniture, of decorative effects. Of course these examples of lighting demonstrate, too, the high efficiency and modern beauty of present-day lighting equipment. There are ideas here which you can use profitably in your own home.

KEEP COOL
PLEASANTAIRE ROOM COOLER

offers you relief from heat and humidity at low cost. Spring weather all summer long in Pleasantaire Conditioned rooms. Do you remember how much pep and energy you have in Spring? With Pleasantaire you have them all summer long.

COST IS LOW

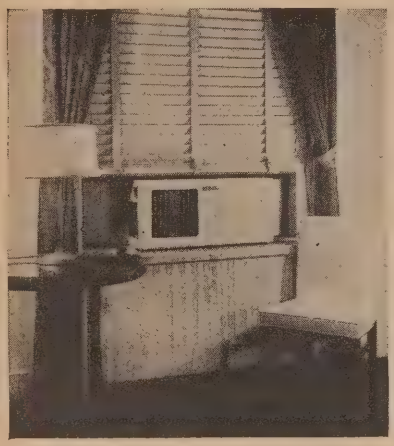
The lowest priced room cooler on the market. Only a few cents a day to operate—less than half a kilowatt of electricity an hour. A cool room pays big dividends in increased energy and efficiency.

IT COOLS

Its powerful refrigeration plant absorbs excess heat, transfers it outdoors.

IT DEHUMIDIFIES

Surplus moisture is removed from the air. Pleasantaire removes not only the heat, but the humidity.



Pleasantaire in the bedroom window means quiet, restful sleep all summer long

IT FILTERS AND VENTILATES

Outdoor air brought in is filtered, dust and pollens removed. Room air is washed by passing through a wet coil, dust and pollens already present are carried away with the surplus moisture.

IT CIRCULATES QUIETLY

Gentle, draftless circulation of dehumidified air promotes evaporation of moisture from skin surfaces. It is quiet in operation.

IT KEEPS OUT INSECTS

No flies or mosquitoes bother the occupants of Pleasantaire conditioned rooms. The snug window installation and air filters provide complete protection from even the smallest insects.

IT SHUTS OUT NOISE

Closed doors and windows mean quiet work or sleep. Pleasantaire owners don't have to listen to street noises or to a neighbor's noisy radio.

RELIEVES HAY FEVER

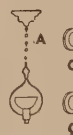
Hay fever victims are assured of relief through use of Pleasantaire.

PLEASANTAIRE CORPORATION
1623 CONNECTICUT AVENUE
WASHINGTON, D. C.

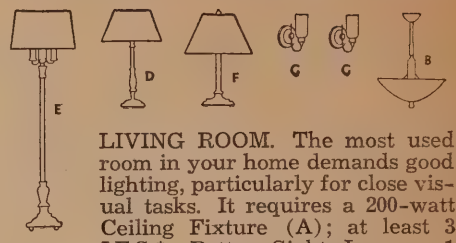
Check This Analysis of LIGHTING NEEDS

THERE follow brief descriptions of the minimum number and kinds of lamps for the different rooms in your home. With them are sketches of types of fixtures approved by Illuminating Engineering Society (I.E.S.). This organization of lighting experts, during the past few years, has made many improvements in fixtures to produce maximum diffusion of light by scientifically designed shades and reflectors which minimize the glare that is so hard on the human eye.

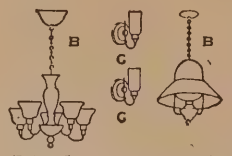
In selecting your fixtures be guided by these minimum standards of which there are, of course, many variations to suit any kind of decorative scheme.



HALLS. For entrance hall a Ceiling Fixture (A) is preferred—with a 60-watt bulb. Wall Brackets (G) are optional if architectural arrangement does not allow for a Ceiling Unit. In all other halls either a Ceiling Fixture or Wall Bracket is optional. Use 60-watt bulbs.



LIVING ROOM. The most used room in your home demands good lighting, particularly for close visual tasks. It requires a 200-watt Ceiling Fixture (A); at least 3 I.E.S.* Better Sight Lamps:—1 Floor type (E), of from 100 to 300-watt capacity; 1 End-Table type (F)—100 watts; 1 Study type (D)—100 watts.



DINING ROOM. Here the table, as the most important part of the room, should have a semi-indirect type 150-watt Ceiling Fixture (B) directing good downward light well diffused on the table but out of the eyes of the diners. Decorative lights such as 25-watt Wall Brackets (G) may be added, but do not depend on decorative lighting to properly light this room.

KITCHEN. This, the workshop of the home, must have good glareless, shadowless lighting. It requires a Ceiling Fixture—semi-indirect or enclosing globe type—such as (A) with a 150-watt bulb. At work centers such as the range and sink there should be Wall Brackets (L) well shaded—with 60-watt bulbs in each.

BATHROOM. Here, the proper lighting of the mirror is most important. A Wall Bracket on each side is desirable—preferably lumiline lamps or diffusing glass cylindrical type (K)—60 watts each. If the bathroom is large—over 8x8 feet—a 100-watt Ceiling Fixture (A) should be added.

BASEMENT OR RECREATION: Of greatest importance here is a well-lighted stairway. The room should have a 100-watt Ceiling Fixture (A) if the height permits and 1 or more Wall Brackets (G) with 40-watt bulbs. Otherwise, Bracket Units to light all parts of the room—60 watts each.

BEDROOMS. Require good general illumination from a 150-watt Ceiling Fixture—semi-indirect type (B). A pair of Vanity Lamps (I) about 18 inches in height are a necessity on the dressing table—75 watts each. For twin beds an I.E.S.*

100-watt Table Lamp (F) or Wall Lamps (H) over each bed—75 watts each. For double beds, at least one—preferably two, I.E.S.* 100-watt Reading Lamps (D).

Illuminating Engineering Society

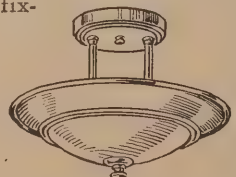
No. 1 Home in World's Fair "TOWN OF TOMORROW," light conditioned with

FIXTURES BY VIRDEN

• To provide the utmost in beauty, utility, and livability, at lowest possible cost, was the inspiration for the World's Fair Model Homes, so it is not surprising that the No. 1 Home is completely equipped inside and out with lighting fixtures by Virden.

Authentic as to design, scientifically correct as to lighting and built to endure, there is no surer way to get full value from your lighting dollar than to select fixtures by Virden.

Ask us to tell you where you can see a display of fixtures by Virden.



Ceiling Unit in Ivory and Gold. The cheerful, restful semi-direct light is enriched by a soft mellow glow from the new Mellowtone glass. Depth over all 11½"; spread 12½"; capacity, 150-W.

Bedroom Unit in Ivory and Gold. A decorative and efficient fixture of the semi-indirect type. Two lights; spread 12"; capacity 100-W.

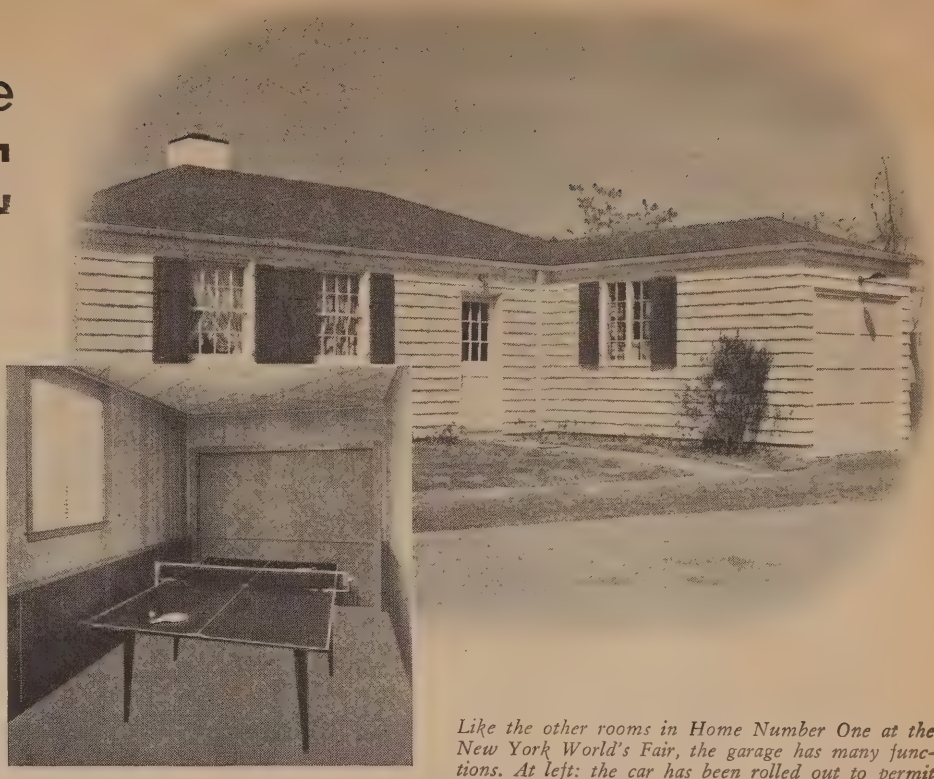
VIRDEN VALUE

JOHN C. VIRDEN CO.
CLEVELAND, OHIO

Now— the Dual Purpose GARAGE

BACK in the early days of automobiling, a garage was little more, in addition to a place for car storage, than a kind of catch-all for tools, garden implements and the like. Now comes the modern dual purpose garage, which actually adds an important room to your home.

In addition to being a roof over your motor's head at night, it is nowadays a play-room, a hobby room, a workshop, and a "rumpus room" where all kinds of parties and games can be played.



Like the other rooms in Home Number One at the New York World's Fair, the garage has many functions. At left: the car has been rolled out to permit a game of table tennis. Above: View shows the garage "L."

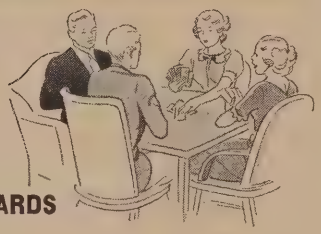
USE THAT EXTRA SPACE

People with mansions don't have to worry much about this business of room; but for everybody who has a small home—that is for most home owners in America—the extra square footage of the garage can accommodate some of the most absorbing and delightful activities of the modern family. This is true whether the garage is attached to the house or separate from it; whether it is for one car or for two.

The question of whether or not the garage should be attached to the house is usually decided for you by local or state building codes. Some prohibit attached garages; other require special and expensive fireproof construction, if the building is attached to the house. But under any circumstances, you can make the garage useful for any number of pleasant activities, with a little thought and just a little extra expense.

A workbench can be installed at the rear of the room and even if there is room for no more than a foot-wide bench, it is surprising how much work can be done on it. Tool racks underneath, a hand or a power lathe fastened to the shelf of the bench itself, and saws of other special tools hung on the wall over the bench—and a compact little corner for woodworking, metal working and other hobbies is created.

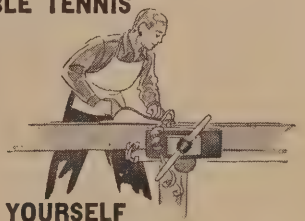
One of those easy-to-handle table tennis tables can be securely stowed away along one wall of the garage. Drive the car out, set up the table, and you have an exciting, active game in which every member of the family big enough to handle the paddle can join. And you can store extra bridge tables and bridge chairs along the same wall, too; and shelves can be built in above on which any number of games can be kept.



PLAY CARDS

HAVE A DRINK

PLAY TABLE TENNIS



MAKE IT YOURSELF

EXERCISE

When you want to have a really sizable bridge party in your house, just drive the car out, set up the tables, and let the bids fall where they may. When such a party is under way, the work bench can be disguised with oil cloth or paper napkins, and with a turn of the wrist it becomes a buffet or a bar.

KEEP FLOOR CLEAN

Always be sure that a large flat pan is kept under the car when it is in the garage, so that any oil dripping from the motor can be caught in it and be kept from marring the floor. If just a little care is taken thus to keep the floor clean, it can be used as a dance floor.

You will want your garage walls to be more than bare brick or lumber if you are going to use it for such festive occasions. At little extra expense the walls can be finished in variegated shades of wood-fibre paneling. This type of wall surfacing requires no painting, and any dirt marks on it can be wiped off with a damp cloth. It is sound-absorbing, too.

Garage doors, whether of the hinged type, or the side-rolling or the overhead variety, now come sufficiently well made so that they offer some protection against outside cold. An adequate radiator placed in the room will, with the doors closed, heat it to comfortable warmth.

"Gracious I NEVER SAW PAPER SHADES LIKE THIS!"

ACTUAL PHOTO

Shows Cloth-Like Beauty of Lintone Texture Found Only in

15¢ CLOPAY *Lintones*

★ Gone, now, is that blotchy, papery look of fibre window shades. For CLOPAY has perfected the "*Lintone*" process that makes fibre shade material look like linen. This enables you to have lovely window shades at a fraction of usual cost . . . only 15c each, 36" by 6' size, ready to attach to rollers. (On new rollers, 25c.) CLOPAY *Lintones* have no clay-filling; they don't pinhole, crack or fray. They hang straight, roll evenly. Wear for years. See the *new* CLOPAY *Lintones* now before you fill spring window shade needs. A wide variety of colors and patterns now at 5c & 10c and neighborhood stores. For color samples, send 3c stamp to CLOPAY CORP., 1318 Clopay Square, Cincinnati, O

Also..

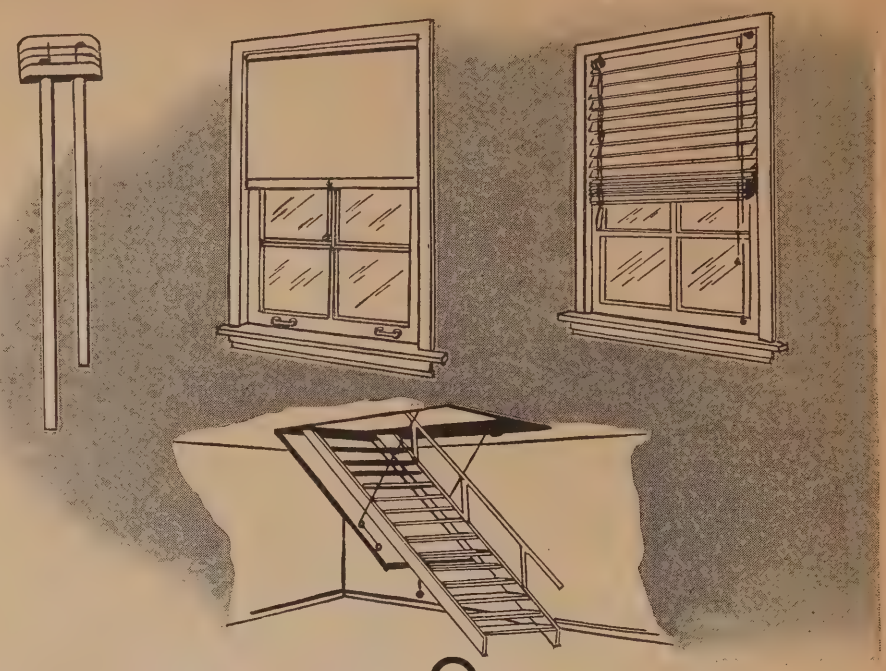
CLOPAY *Washable*
WINDOW SHADES

★ Cloth-like *Lintone* beauty PLUS 100% washability. Oil-paint finish on both sides. *Lintone* shade material washes clean of soot, grime, fingermarks without streaks or rings. CLOPAY WASHABLES in many colors; sizes up to 54" x 7' at 5c & 10c and neighborhood stores. Send 3c stamp for color samples.

35¢ COMPLETE ON ROLLER

CLOPAY
WINDOW SHADES

And Now for Some



Above, at left, are the electric door chimes that supplant the harsh toned buzzer. Then come window shades: first a washable fabric shade and beside it a handsome Florentine blind. Below is a suggested means of access to the attic—an easy upward shove and the stairway disappears.

ONE of the fascinations of home ownership is the opportunity it gives to add through the years new comforts and conveniences.

The electric door chimes illustrated above are typical of the "finishing touches" that will be added as the budget permits.

The subject of closets is one that merits the study of the home owner. For the newly married couple, the problem is usually unimportant, but as the time passes and possessions accumulate, the question of "Where to put it?" is constantly before the house.

Where closets are inadequate, remember that more than 40 different fixtures are available today to accommodate every major article of clothing and practically double the available hanging space.

Here are some things to remember about closets, if your house is still in the dream stage and you are discussing the matter with your architect or builder. Will there be adequate space for winter outdoor clothes in a closet adjoining the front entrance? Will there be a bathroom closet with plenty of space for towels? A commodious linen closet is a boon to the careful housewife, and in the master bedroom there is much to be said for two closets —one for the man of the house, and one for the woman. As in Demonstration Home Number One there should be a conveniently located closet for the vacuum sweeper and all other cleaning equipment.

The items illustrated above serve merely to indicate the wide range of conveniences available for every room.

BUY THE DOOR CHIMES HOME EXPERTS SELECT

The fact that nationally known building experts and interior decorators have selected Rittenhouse Chimes for *exclusive installation* in the nationally known model homes listed below, is more convincing than anything we could say.

Number One Demonstration House in the "Town of Tomorrow," at the N. Y. World's Fair. "Homewood . . . the All-Gas-Good Housekeeping House" at the N. Y. World's Fair. P.E.D.A.C. "House of Homes," Rockefeller Center, N. Y. House Beautiful's "Bride's House," N. Y.

Rittenhouse Chimes were selected for *unexcelled quality* of tone, styling, workmanship. Various models and finishes . . . $1.00 to $50.00. Your electrical dealer, department or hardware store has them or can get them quickly.

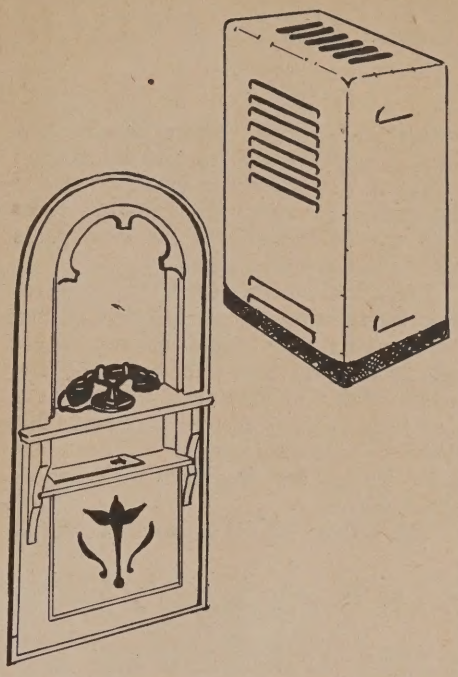
✶ *Send post card for free folder.*

THE A. E. RITTENHOUSE CO., INC.
Dept. 299 Honeoye Falls, N. Y.

RITTENHOUSE
ELECTRIC DOOR-CHIMES

Finishing Touches

Architectural Forum and Knape & Vogt



Above is a phantom view showing a few of the many fixtures specially designed for maximum use of closet space. Next comes a decorative nook for the telephone, and at the right one of the small portable room coolers that rob hot summer days of discomfort.

K-VENIENCES

Double CLOSET CAPACITY

Make Tidiness Automatic

These cleverly designed fixtures will give you that extra closet space you desire—insure orderliness—keep garments in better condition and quickly accessible. There are Shoe Racks, Hat Holders, Tie Racks, Trouser and Skirt Hangers, Garment Carriers, Towel Bars, and many others—more than 40 practical, space-saving fixtures to choose from—inexpensive, easily and quickly attached. Recommended by leading architects and builders.

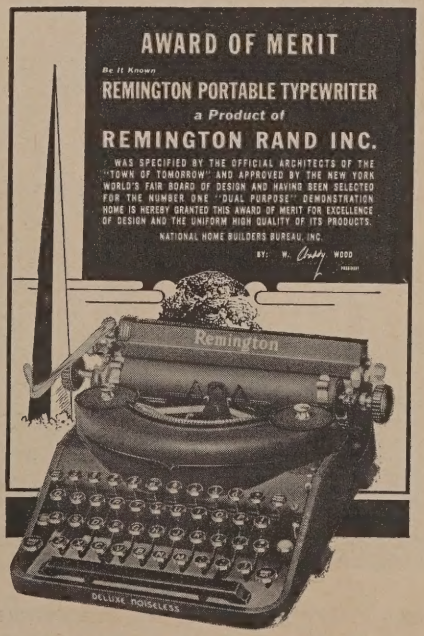
Sold by leading lumber dealers, department and hardware stores, or write direct.

FREE CATALOG Shows How to Double Closet Capacity—Write Today!

KNAPE & VOGT MFG. CO.

Dept. S-1 Grand Rapids, Michigan

CHOSEN FOR THE "HOME OF TOMORROW"


AWARD OF MERIT
Be It Known
REMINGTON PORTABLE TYPEWRITER
a Product of
REMINGTON RAND INC.
WAS SPECIFIED BY THE OFFICIAL ARCHITECTS OF THE "TOWN OF TOMORROW" AND APPROVED BY THE NEW YORK WORLD'S FAIR BOARD OF DESIGN AND HAVING BEEN SELECTED FOR THE NUMBER ONE "DUAL PURPOSE" DEMONSTRATION HOME IS HEREBY GRANTED THIS AWARD OF MERIT FOR EXCELLENCE OF DESIGN AND THE UNIFORM HIGH QUALITY OF ITS PRODUCTS.
NATIONAL HOME BUILDERS BUREAU, INC.
BY: W. Cuddy WOOD
Remington
DELUXE NOISELESS

REMINGTON

THE TYPEWRITER OF TODAY

A bedroom becomes an office—efficiency succeeds inefficiency—convenience succeeds inconvenience and the Remington Noiseless Portable, the modern writing instrument, succeeds the pen.

REMINGTON RAND INC.

BUFFALO, NEW YORK

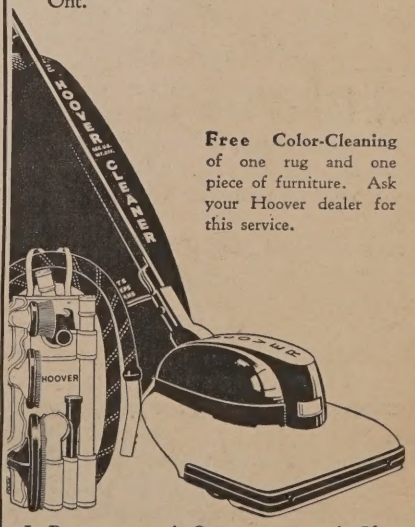
the smart new cleaner for the smart young home-makers

HOOVER "305"

ONLY $1.00 A WEEK

Payable Monthly

You might as well have the finest make of cleaner—when you can own it that easily! This big-value, low-priced Hoover is ultra-modern in design and features—and years ahead in cleaning. Keeps the clean new color in your home fresh and bright, by Color-Cleaning with the patented Hoover Agitator and the famous Hoover Cleaning Tools. Your Hoover dealer will show you the new "305"—and the Hoover Cleaning Ensembles which switch instantly from rug to furniture cleaning, while motor is running. The Hoover Company. Factories: North Canton, Ohio; Hamilton, Ont.



Free Color-Cleaning of one rug and one piece of furniture. Ask your Hoover dealer for this service.

It Beats . . . as it Sweeps . . . as it Cleans

Put Old Mother Nature to Work

THE sun and the wind and the rain that beat upon your house—the good earth around it—here right in your hands are the ingredients of beauty.

Landscaping is an art; yes! But observe the following fundamentals and you will learn that landscaping the grounds of your home is, among other satisfactions, the world's best fun.

Trees, shrubs, flowers, grasses—you will be working with living things, sensitive to abuse, yet abundantly responsive to intelligent care. And Old Mother Nature for all her caprices will be your staunch ally.

The expense of beautifying the small house lot need not be much, it averages from five to 10 per cent of the cost of the house. Entering into this cost are the landscape plan, if professional help is used, grading topsoil and fertilizers, plant materials and lawn grass seed and their installation.

The above mentioned landscape PLAN is important because it frequently shows the desirability of changes in the house plan—or perhaps a few degrees difference in orientation, to gain the most from a fine tree or a lovely view.

THREE DISTINCT AREAS

If you do your own planning, remember that your home grounds consist of three parts—front area, service area, and garden area.

The front area under today's traffic conditions, is no longer a living area; think of it only as a setting for the house, unadorned except for a few shade trees and foundation planting, if necessary.

The service area, which should be as small as possible, includes the kitchen and garage areas and the area of the coal chute and basement door.

Most important of all, from the viewpoint of enjoyment, is the garden area, where you may have an outdoor living room in summer time and your kitchen garden.

A modest start in planting should include shade trees and lawn. If a few plants can be purchased for intimate plantings around the house, the picture will be well on its way; if the work must be spread over three or four years, the owner will enjoy seeing the picture take shape.

Good houses require few plants close to them, and well designed plantings for small areas can accommodate only a few woody plants. Herbaceous perennial and annual flowers are important in supplying color and interest in intimate garden areas (usually at the back or sides of the house), but trees and shrubs are always the vital parts of the home landscape.

Some knowledge of the ultimate size and habits of these is important, as this will save money spent on unsuitable plants and for more than can be accommodated without crowding after a few years. Many nurseries provide this kind of advisory service. There are also books for beginning gardeners everywhere.

Attractive planting cannot result from a bristling array of evergreens crowded around a house. Such plantings may be pleasing at first, but they usually undergo disturbing changes in five or six years. Modern homes seldom have foundations so unattractive as to necessitate hiding them.

A few carefully chosen plants to emphasize the doorway and groups composed of one plant, or of three, to soften the corners are all that are required for the front yard. With this formula the front yard planting becomes simplicity itself. As this part of the grounds presents the house to the outward world, it should be as attractive as possible every month of the year.

Before and after landscaping the "front area."

DON'T OVERDO THE EVERGREENS

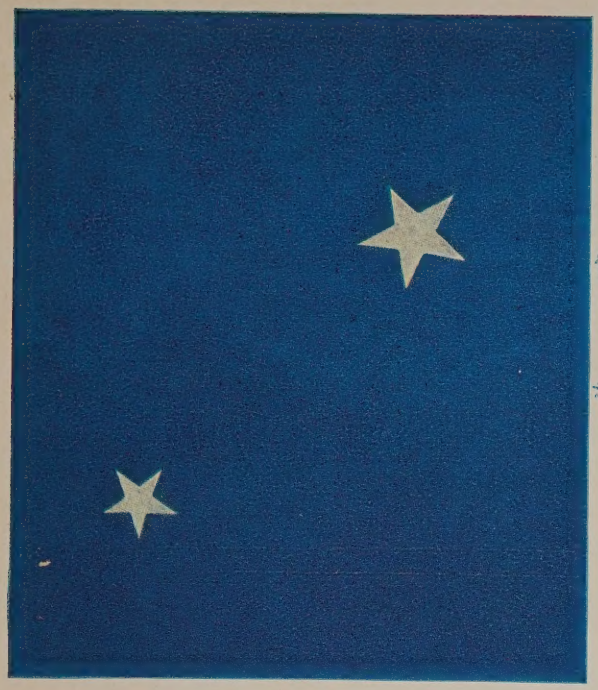
Too many evergreens create a heavy, somber aspect. A few evergreens for accent and deciduous (autumn leaf shedding) shrubs and trees with small leaves, lovely flowers, decorative fruits, and a pleasing pattern of branches in winter, for seasonal interest and character, should make up the well done front yard. The front lawn should be open and unobstructed to furnish a suitable foreground for the house and to make maintenance easy.

Back yard areas should be enclosed; here the family should find it pleasant to rest, to entertain friends and to garden. Hedges provide green walls which make ideal enclosures, and vines and shrubs trained on fences need even less room. The best place for flowers is in small beds inside these enclosures.

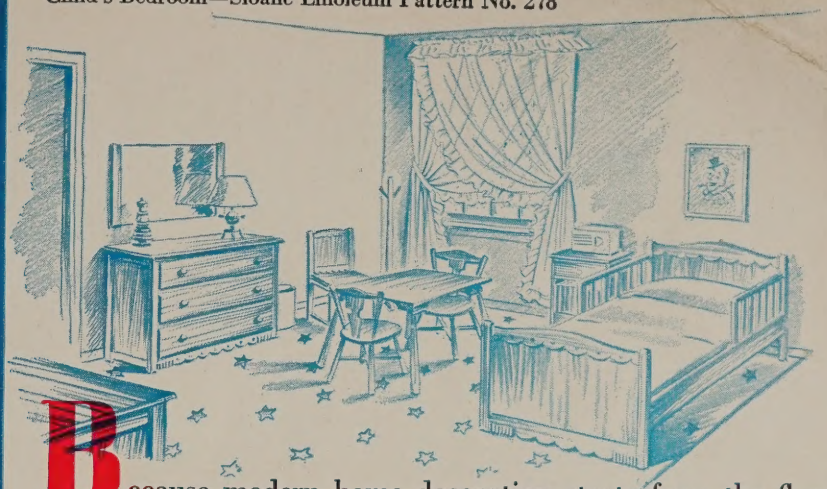
Here in the backyard area is your very best opportunity to put old Mother Nature to work, and actually make her pay for the privilege! A kitchen garden of the most modest size can be made to yield surprising dividends in furnishing vegetables for your table during many months of the year.

Here, too, a plan is advisable and your planning should start with an examination of the soil. A friend with farming experience can tell you what, if anything, is needed to make it productive. Usually turning under barn manure for a few seasons will bring the soil to proper condition.

Then consult your family as to what they would like planted, and remember that the Department of Agriculture and your State University are both prolific sources of information about gardening practice.

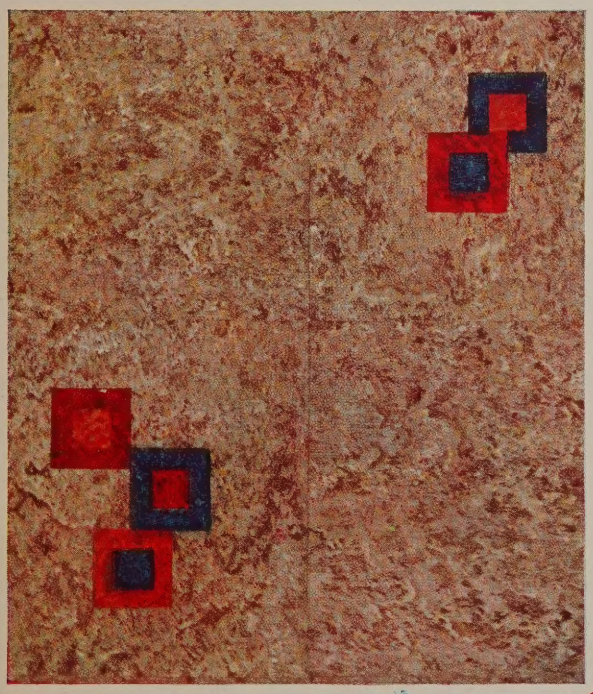


Child's Bedroom—Sloane Linoleum Pattern No. 278



Because modern home decoration starts from the floor up, it is significant that Sloane Linoleum was selected for five rooms in the No. 1 Model Home in the "Town of Tomorrow" at New York's World's Fair.

THE SLOANE LINOLEUM FLOORS IN THESE FIVE ROOMS OF THE WORLD'S FAIR MODEL HOME COST ONLY $97.73, INSTALLED*



● Sloane Linoleums offered the decorators not only a wide choice of colorful patterns to accent the gay, cheery atmosphere which is the decorative key throughout; they fitted perfectly into the cost budget of the designers. ***Think of it—five roomy floors completely covered with genuine inlaid linoleum at a cost of just a couple of cigarettes a day.***

Other qualities favored Sloane Linoleum too. Its long wearability. With but normal care Sloane Linoleum will last for the life of the home itself. And, particularly in those rooms which must do dual duty, the ease with which these floors can be quickly tidied up is important. Just a swish of a light brush or mop and they mirror freshness and cleanliness. Sloane Linoleums are also stain-proof and resistant to heat and fire.

See these Sloane Linoleums and scores of other intriguing pattern and color combinations at your local Sloane-Blabon dealers. The hostess attending your local Model Home can give you his address—or consult the Classified Telephone Directory. He'll be glad to estimate on your flooring plans without the slightest obligation on your part.

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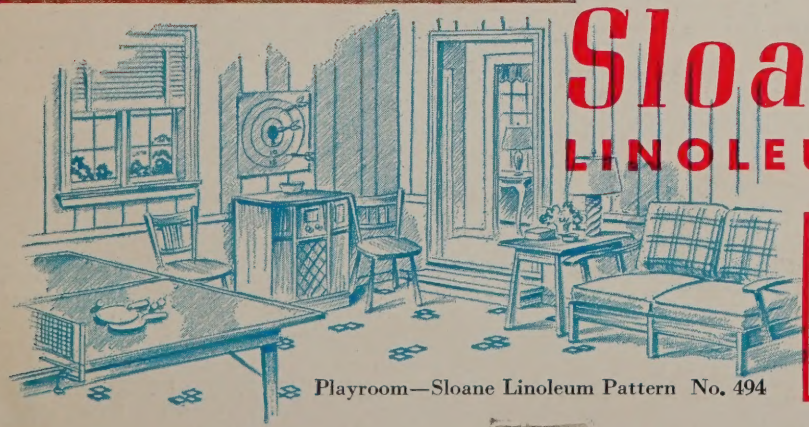

Playroom—Sloane Linoleum Pattern No. 494

Sloane-Blabon

LINOLEUM AND FELT BASE

*AT THE WORLD'S FAIR MODEL HOME

In addition to the two rooms shown here, Sloane Linoleums are used in the Utility Room (pattern No. 397), in the Kitchen (pattern No. 288), and in the Bathroom (Plain Black, White Border). These same Sloane Linoleum patterns ornament the Model Home replicas throughout the country. Freight will, of course, slightly increase this cost at points outside the New York zone.

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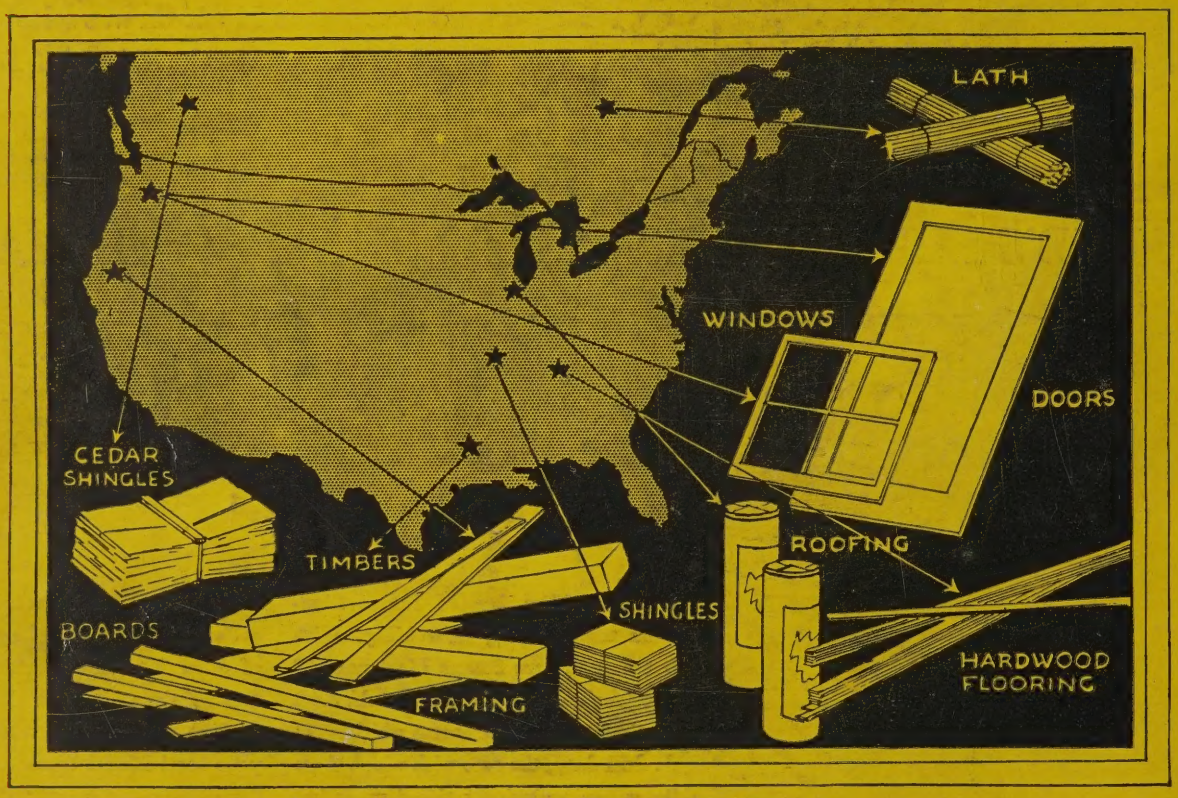

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